

**Board Minutes  
Advanced Television Systems Committee, Inc.  
Board of Director's Meeting  
National Association of Broadcasters  
1771 N Street NW • Washington, DC  
March 14, 2005**

**1. Call to Order, Determination of Quorum, Approval of Agenda**

Chairman Bob Rast (Micronas) called the meeting to order at 10 a.m. The Attendance List is Attachment 1. A quorum was determined. An additional item "Nominating Committee Appointment" was inserted between items 12 and 13 on the Agenda. The agenda (Attachment 2) was approved with the change.

**2. Opening Comments**

Mr. Rast commented on the need to accomplish the Due Process items and asked members to give examples and concise description on what they are presenting. Mr. Rast stated he would be participating in the CEA HDTV Summit, but would not be representing the opinions of ATSC.

**3. Consideration of January 19 Draft Minutes**

Peter Symes (SMPTE) made a motion to accept the minutes (Attachment 3). The motion was seconded by Tom Hankinson (ABC) and approved.

**4. Report of the President**

Mark Richer (ATSC) presented the financial report for 2004. He indicated that the 2004 net revenue of \$113,000 was significantly higher than the budgeted amount in spite of the extraordinary legal costs brought about by the CEA allegations concerning E-VSB. As requested at the last meeting, Mr. Richer reported that these legal costs were approximately \$53,000. Mr. Richer said that 2005 membership dues received as of March 10<sup>th</sup> was \$607,400.

Mr. Richer suggested that board members review the Status of Ballots (**Attachment 4**) and the Membership Report (**Attachment 5**) included in the board book that was previously distributed. Mr. Richer announced that ATSC attorney, William Blumenthal (King and Spalding), has been appointed General Counsel to the Federal Trade Commission (FTC). Mr. Richer recognized the excellent counsel provided to ATSC by Mr. Blumenthal over the past twenty years. Mr. Richer said that he plans to continue to use King and Spalding for legal counsel.

Mr. Richer stated the deadline is March 18<sup>th</sup> to object to the assignment of an alternative RRT value for the United States as requested by CEA (**Attachment 6**). Mr. Richer reported that he, Glenn Adams (XFSI), Craig Todd (Dolby), Bob Rast (Micronas) and Wayne Luplow (Zenith) will make up the ATSC delegation traveling to Korea to meet with broadcasters, CE manufacturers and government agencies.; Mr. Richer said that he would also be traveling to Geneva to attend ITU-R Study Group 6 meetings in an effort to update Recommendations related to ATSC Standards. He went on to report that associate membership in ITU-R is more than had been budgeted for the year. He said that he and Joe Flaherty (CBS) are planning to meet with ITU-R Director Valery Timofeev. Mr. Richer said that he and

Mr. Flaherty would make a recommendation at the next board meeting about whether or not ATSC should join the ITU-R.

Mr. Richer went on to report on preparations for the NAB2005 ATSC/NAB DTV Hot Spot in April and that ATSC is still trying to hire an administrative assistant.

#### **5. Rename T3: Technology and Standards Group (TSG)**

Mr. Rast presented the new name Technology and Standards Group to the board for approval. Mr. Symes made a motion to change the name of the Technology Group on Distribution (T3) to the Technology and Standards Group (TSG). The motion was seconded by Mr. Luplow and approved.

#### **6. Rename AS: Planning Committee (PC)**

Mr. Rast presented the new name Planning Committee to the board for approval. Glenn Reitmeier (NBC) made a motion to change the name of the Applications Subcommittee to the Planning Committee. The motion was seconded by Michael McEwen (CDTV) and approved.

#### **7. Mission Statement Approval**

Mr. Rast presented the new mission statement (**ATTACHMENT 7**) to the board for approval. Mr. Hankinson made a motion to approve the new mission statement. The motion was seconded by Mr. Symes and approved.

#### **8. Proposal to Develop a Measurement Guideline Document**

Art Allison (NAB) presented the proposal to develop a comprehensive guideline document (**ATTACHMENT 8**) for conformance to ATSC Standards, specifically A/53 and A/65. After some discussion, Mr. Flaherty made a motion that TSG should explicitly describe the elements and parameters of A/53 and A/65 that must be verified in an ATSC Transport Stream for it to be considered a proper emission and that the TSG should develop an Informational Document once the work has progressed to the point where the relevant factors are exposed for consideration; and that there is no authorization to develop a standard. The motion was seconded by Mr. McEwen and approved.

#### **9. Formation of ACAP Board Ad Hoc Group**

Mr. Rast reviewed the statement in the 2005 goals concerning formation of a board level ad hoc group to address issues related to ACAP. Brian Smith (Philips) pointed out that one of the major issues to be resolved was for DVB to accept the ACAP as a GEM compliant standard. He said that he thought DVB approval of ACAP was contingent upon acceptance of the ATSC Patent Policy. Mr. Richer agreed and indicated that he had provided the new Patent Policy to DVB and that DVB acceptance of ACAP as GEM compliant is one of the major issues that must be resolved. He said that conformance testing is one of the other major issues.

Mr. Luplow made a motion to form a board level ad hoc group to work with CEA to resolve ACAP conformance issues and to work with broadcast, cable, satellite, computer and consumer electronics organizations to promote use of ACAP as a ubiquitous and interoperable middleware standard. The motion was seconded by Yiyuan Wu (IEEE) and approved. The group will report to the board and include Brian Smith (Philips), Ralph Justus (CEA), Andy Scott (NCTA), Glenn Reitmeier (NBC) and Mark Richer (ATSC). Mr. Richer will coordinate the first meeting of the group.

## **10. Membership Committee**

Mr. Reitmeier gave the report of the Membership Committee (**ATTACHMENT 9**). Highlights included the addition of new members Nucomm and Broadcast Microwave Services. Mr. Reitmeier said that we need high-level help to reach certain companies. He reviewed prospects and got commitments from board members to help make contact. He went on to say that the NAB convention will be a good opportunity for membership recruitment of broadcast groups and professional equipment manufacturers.

## **11. Annual Meeting**

Mr. Richer reported that plans for the ATSC Annual Meeting are progressing and presented the draft agenda (**ATTACHMENT 10**). He recognized Dolby as the sponsor for the lunch and Leitch for supplying on-site technology and equipment. Mr. Richer stated ATSC is still seeking support and sponsorship for the meeting.

## **12. Creating the Future of DTV Meeting**

Sterling Davis (Cox Broadcast) reported on the efforts to organize a meeting of broadcast and consumer electronics executives to discuss the direction of terrestrial broadcasting as described in the draft invitation letter (**ATTACHMENT 11**) Mr. Rast suggested that Lisa Hester (ATSC) review the letter to reflect a friendlier, less engineering-like tone. The board agreed that the meeting should focus on business solutions, not technical issues. The board concluded that high-level executives should be the signers on the letter.

## **13. Nominating Committee**

The Board agreed to form the Nominating Committee for 2005. The Nominating Committee includes the five JCIC appointed Board Members: Lynn Claudy (NAB), Ralph Justus (CEA), Andy Scott (NCTA), Peter Symes (SMPTE) and Yiyang Wu (IEEE). Wayne Luplow (Zenith) and Michael McEwen (CDTV) were also appointed to serve on the committee. Mr. Luplow agreed to chair the committee. There are four additional openings on the committee, one of which can be a board member. Board members who are interested were urged to contact Mr. Luplow.

## **14. Due Process Discussion**

- a. Draft Revisions (**ATTACHMENT 12**): Mr. Richer presented the proposed revisions to the Bylaws recommended by the Due Process Ad Hoc group which were discussed at the last board meeting. Mr. Richer also presented the proposed changes to the Procedures for Technology and Specialist Group Operation. A discussion of the proposed revisions ensued after which it was agreed that Mr. Richer would review and try to address some of the comments made by board members.
- b. Board Role: Mr. McEwen (CDTV) presented his paper on governance (**ATTACHMENT 13**) and a broad ranging discussion of governance matters followed. The board agreed to form a Governance Ad Hoc group to discuss the issues. The group includes: Brian Smith (Philips), Ed Barrett (Sony), Joe Flaherty (CBS), Mark Richer (ATSC), Ralph Justus (CEA), Bob Rast (MICRONAS) and Michael McEwen (CDTV) who will be the chair of the Committee.
- c. ANSI Accreditation: Mr. Barrett gave a presentation on the benefits of ANSI Accreditation (**ATTACHMENT 14**). The board agreed to form an

ANSI Ad Hoc group to determine the pros and cons of ANSI Accreditation as it relates to the role of ATSC. The ad hoc group includes: Ed Barrett (SONY), Andy Scott (NCTA), Ralph Justus (CEA), Peter Symes (SMPTE), Bill Miller (ABC) and Mark Richer (ATSC). Mr. Barrett will chair the group.

d. Other

Mr. Barrett suggested that voting eligibility should be reviewed. Mr. Rast reiterated a point made earlier in the meeting by Mr. Reitmeier that the board should consider the situation where a particular industry segment has a minority opinion on an issue. Mr. Rast suggested that these issues be considered by the Governance Ad Hoc Committee and that the Governance Ad Hoc Committee prepare a report to the board.

**15. Process for Appointment of TSG Chair**

Mr. Rast brought to the board's attention the email circulated by Mr. Barrett regarding Appointment of the TSG Chair, and tabled this discussion to a future board meeting when time permits a more in-depth discussion.

**16. Other Business**

There was no other business.

**17. Schedule of Future Board Meetings**

It was agreed that the board meeting on May 11 would start at 8:30 a.m. and end at 1:30 p.m.

**18. Adjournment**

The meeting was adjourned at 3:57 p.m.