

Board Minutes
Advanced Television Systems Committee, Inc.
Board of Director's Meeting
Wiley, Rein & Fielding
1776 K Street NW • Washington, DC
January 25, 2006

- 1. Call to Order; Determination of Quorum; Approval of Agenda**
Chairman Bob Rast (MICRONAS) called the meeting to order at 9:35 a.m. The Attendance List is **ATTACHMENT 1**. A quorum was determined. Mr. Rast said that he thought the priorities for the meeting were to deal with open positions, including the Planning and Membership Committee chairs, review of the 2005 goals and approval of the 2006 goals, approval of a process for developing a strategic plan, and a plan to address some IPR policy issues. The agenda (**ATTACHMENT 2**) was approved. Peter Symes (SMPTE) announced that Gavin Schutz of Ascent Media would become the Board member appointed by SMPTE at the conclusion of this meeting.
- 2. Opening Comments (R. Rast)**
Mr. Rast said that one of the Board's goals is to assess the effectiveness of its Meetings. He went onto say that he was open to ideas about how to make the meetings more effective.
- 3. Consideration of December 15, 2005 Draft Minutes**
The December 15, 2005 minutes were presented and approved as drafted (**ATTACHMENT 3**).
- 4. Report of the President (M. Richer)**
 - a. Financial Report**
Mark Richer (ATSC) gave a brief overview of the financial report for 2005. (**ATTACHMENT 4**).
 - b. Status of Letter Ballots**
Mr. Richer directed the board to the written report for detailed information on the status of the letter ballot (**ATTACHMENT 5**).
 - c. Membership Report**
Mr. Richer directed the board to the written report for detailed information (**ATTACHMENT 6**).

d. Other

Mr. Richer reported that he has hired Lindsay Shelton-Gross as the new Director of Communications. Ms. Gross will start her new position on February 8th. Mr. Richer said that Judit Sarossy has resigned. He said that he hopes to make a job offer for the part time office manager position in the next few days.

Mr. Richer congratulated all of those involved in the recent publication of the IEEE Proceedings Special edition on Digital Television.

Mr. Richer said that plans for the ATSC Digital ENG seminar being held in conjunction with the HPA Technology Retreat are moving forward.

Mr. Richer announced that the ATSC is teaming up again with NAB to sponsor the DTV Hot Spot at NAB2006. He said that a number of companies have committed or expressed interest in providing demonstrations.

5. Planning Committee (S. Davis)

Mr. Davis (Cox Broadcasting) indicated that the Planning Committee (PC) had not met since the last Board meeting so he did not have anything new to report. He said that the next meeting of the PC is scheduled for February 7th.

Mr. Davis went on to say that, as he had indicated in his email to the Board, he was planning to resign as chairman of the PC. He said that he has been trying to help identify someone to replace him as chair. Based upon his efforts, Mr. Davis proposed that Graham Jones of NAB be appointed the new chair of the PC. The Board agreed that Mr. Rast would poll the Board regarding the nomination of a PC Chair and if he determines that there is a consensus he will send out an email formally nominating the candidate. If he does not receive any objections the candidate will be appointed chair of the PC. If there are any objections, he will convene a conference call of the Board. The Board went on to discuss the desirable attributes of a PC chair.

Mr. Rast thanked Mr. Davis for his service as chair of the Planning Committee. Mr. Davis received a round of applause from the Board.

6. Technology & Standards Group (W. Miller)

Mr. Miller reported that TSG had not met since the last Board meeting so he did not have anything new to report. Mr. Miller indicated that consideration of the parameterized service type is moving forward.

7. Appointment of Officers

Mr. Richer said that the Bylaws require appointment of the corporate officers on an annual basis. Mr. Symes made a motion to appoint Mark Richer, President; Jerry Whitaker, Vice President, Standards Development; Lindsay Shelton-Gross, Secretary; and Lynn Claudy, Treasurer. The motion was seconded by Victor Tawil (MSTV) and approved.

8. Goals Committee (R. Rast)

Mr. Rast presented the Goals Committee assessment of the organization's performance relative to the 2005 goals (**ATTACHMENT 7**). He went on to present the proposed goals for 2006. The Board agreed to modify slide four to revise the bullet "Review broadcaster requirements" to read "Review broadcaster and CE requirements." Mr. Davis made a motion to approve the 2006 Goals as revised. The motion was seconded by Mr. Symes and unanimously approved. The approved 2006 Goals are attached (**ATTACHMENT 8**).

9. Strategic Direction

Mr. Richer gave a presentation on the suggested methodology for development of a strategic plan. The Board agreed to revise the plans to indicate that the focus will be on a two to five year time frame and indicate that the 2006 Goals set Oct 11th as the date to publish a draft strategic plan to the membership. Mr. Davis made a motion to approve the plan (**ATTACHMENT 9**). The motion was seconded by Mr. Symes and unanimously approved. Mr. Rast stated that approval of the plan incorporated approval of the membership of each topic group, but members could change groups if they worked out a swap with another member. The Board agreed that the strategic planning retreat would take place as scheduled starting at 10:00 AM on July 12th and ending at 3:00 PM on July 13th.

10. Membership Committee (G. Reitmeier)

Mr. Reitmeier gave the report of the Membership Committee. He said that the committee made some contacts with potential members at CES. Mr. Reitmeier said although he was stepping down as chair of the committee, he would remain an active participant. Mr. Rast thanked Mr. Reitmeier for his enthusiastic leadership of the membership committee. Mr. Reitmeier received a round of applause from the Board. Mr. Rast announced that Mr. Tawil has agreed to take over chairmanship of the membership committee.

11. IPR Committee (M. Richer)

Mr. Richer gave the report of the IPR Committee. Mr. Richer indicated that the committee has drafted a revised patent policy which he has distributed to the Board via the email reflector. He reminded the Board that one of

the main reasons for reformation of the IPR Committee was to address the concern expressed by Eastman Kodak about the level of detail required in disclosure. He went on to say that although the committee has drafted changes to address this issue, Eastman Kodak still has some concerns. Mr. Richer said that he has discussed the situation with ATSC's patent attorney who has agreed to draft some additional revisions to the Policy. Mr. Richer said that these new draft revisions will be provided to the IPR Committee for consideration. He said that Zenith has expressed concern about having the policy cover Recommended Practices. Mr. Richer said the IPR Committee will also discuss this issue and make a recommendation to the Board. Mr. Richer said that he thought it was important to resolve these issues and proposed that the Board schedule a conference call to consider revisions to the Patent Policy. The Board agreed that a conference call should be scheduled sometime in March

12. Patent Statements

Mr. Richer reviewed the Patent Statements. He said that he thought the LG statement of December 23rd was compliant with the Patent Policy. Mr. Richer said that he thought the ETRI Patent Statement of December 26th as well as the Kodak letter of May 26th did not provide the level of detail required by the Patent Policy. He suggested that review of these letters be held in abeyance while revisions to the Patent Policy are being considered.

13. Logo Development

Mr. Richer reported that he has reviewed a draft policy regarding usage of logos that was developed by ATSC counsel. He said that he is in the process of trying to clarify some issues and hoped to have a draft policy for board consideration in the next few weeks. Mr. Richer indicated that ATSC's attorneys are in the process of checking the two draft logos for PMCP and the two draft logos for ACAP.

14. Annual meeting

Mr. Richer reviewed the format utilized for the past few annual meetings. He suggested that the Board form a subcommittee to help plan the meeting. Mr. Rast, Mr. Flaherty, Mr. Claudy, Mr. Scott and Mr. Markwalter volunteered to support the effort.

15. ATSC Forum Report

There was no formal report regarding the ATSC Forum. Mr. Rast pointed out that there was a false report in the press indicating that Brazil had eliminated ATSC as a candidate standard.

16. Other Business

- a. Mr. Flaherty reported that he did not receive any feedback regarding his email about the new NTIA Spectrum Advisory committee.
- b. Mr. Flaherty asked whether ATSC was going to go forward with membership in the ITU-R. Mr. Richer said that the budget included membership dues for associate membership in ITU-R. Mr. Flaherty said that he thought there would be a benefit for its members if ATSC were to join Study Group 6 as an Associate Member. The Board agreed and Mr. Richer said that he would apply for membership.

17. Schedule of Future Board Meetings

The Board agreed to hold a meeting by conference call on March 13th, 12:00 to 2:00 PM. The call will focus on IPR issues, but may cover other topics as appropriate.

The May 11th meeting will begin at 9:30 and end at 1 p.m.

18. Adjournment

The meeting was adjourned at 1:51.