

**Board Minutes**  
**Advanced Television Systems Committee, Inc.**  
**Board of Director's Meeting**  
**Wiley, Rein & Fielding**  
**1776 K Street NW • Washington, DC**  
**October 11, 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. The agenda (**ATTACHMENT 2**) was approved.
2. **Opening Comments** (R. Rast)  
Mr. Rast indicated that he thought the most important Board action for the meeting would be approval of the strategic plan.
3. **Consideration of May 11, 2006 Draft Minutes**  
The May 11, 2006 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 (**ATTACHMENT 4**).
  - b. **Status of Letter Ballots**  
Mr. Richer presented the Status of Ballots report (**ATTACHMENT 5**). He highlighted the withdrawal of A/55 and approval of the new Recommended Practice for Transport Stream Verification (A/78).
  - c. **Other**  
Mr. Richer noted the death of Wendell Bailey. Mr. Richer remarked that as a representative of NCTA, Mr. Bailey helped found ATSC in 1982. Mr. Richer said that among other things, Mr. Bailey would be remembered for his sense of humor.
5. **Technology & Standards Group** (W. Miller)  
Bill Miller (ABC) gave the report of the TSG (**ATTACHMENT 6**). He detailed the work of the active specialist groups. Mr. Miller asked the Board to revise the scope of work on system renewability messages (SRM) to allow for development of a Standard. On behalf of TSG, Mr. Miller made a motion to expand the scope

of authorized work to allow the draft SRM standard to proceed as drafted. The motion was approved with Ed Barrett (Sony) abstaining.

**6. Planning Committee (G. Jones)**

Graham Jones (NAB) gave the report of the Planning Committee (**ATTACHMENT 7**). Mr. Jones agreed with recommendations from the Board that PC-2 should address their work on applications of improved ATSC transmission and reception within the context of the Strategic Plan.

**6A. FEMA Presentation (ATTACHMENT 8)**

Mr. Ed Czarnecki (SpectraRep) and Mr. Kevin Biesecker (FEMA) presented the FEMA Digital EAS Pilot Overview (**ATTACHMENT 8**).

**6B. NWIP – Advanced Emergency Alerting**

Mr. Jones provided an updated New Work Item Proposal (**ATTACHMENT 9**) for development of a digital emergency alert standard. Based upon the proposal, the Board developed the work item for Advanced Emergency Alerting (**Attachment 10**). Representatives of Cox Broadcasting, Harris, NBC-U, NCTA, SpectraRep and Zenith indicated that they would support the new work item. Mr. Richer agreed to confirm support from the other organizations which were listed in the NWIP. Sterling Davis (Cox Broadcasting) made a motion to approve the new work item. The motion was seconded by Mr. Glenn Reitmeier (NBC Universal) and approved.

**7. Nominating Committee (W. Luplow)**

Wayne Luplow (Zenith) reported on the status of the nominating committee (**ATTACHMENT 11**). He reminded the Board that ballots will go out on November 11<sup>th</sup> for 4 weeks.

**8. Strategic Plan**

Mr. Rast asked for comments regarding the revised version of the draft Strategic Plan (**ATTACHMENT 12**). Mr. Luplow suggested that a few minor edits should be made to remove some third person references. Mr. Richer agreed to make the suggested edits before circulation to the membership. The Board agreed that the document be considered confidential to the ATSC membership, but that the President at his discretion may provide the document to other interested parties. Ed Barrett (Sony) suggested that the document be made public. Mr. Reitmeier suggested that it first be shared with the ATSC membership. Mr. Rast suggested that the matter of making the document available publicly be discussed during the next Board meeting. Mr. Reitmeier made a motion to approve the Strategic Plan and distribute it to the membership. Mr. Davis seconded the motion and it was unanimously approved.

**9. UpdateLogic Request**

Mr. Richer presented a letter (**ATTACHMENT 13**) from by Patrick Sansonetti (UpdateLogic) requesting that ATSC submit a filing to NTIA suggesting inclusion of A/97 (Software Data Download Service) capability in the government funded digital-to-analog converters. The Board declined to act on the matter.

**10. Budget & Finance Committee** (L. Claudy)

Lynn Claudy (NAB) reported that the Budget & Finance Committee is in the process of setting up a conference call to review the 2007 budget prepared by the ATSC Staff. He said that the committee will have a recommendation for the 2007 budget at the next Board meeting.

**11. Membership Committee** (M. Richer for V. Tawil)

Mr. Richer presented the Membership Report (**ATTACHMENT 14**).

**12. ATSC Forum Report** (W. Luplow)

Mr. Luplow gave the report of the ATSC Forum (**ATTACHMENT 15**). He detailed the Forum's concentration on Argentina & Chile. Mr. Rast said that there were discussions taking place within the ATSC Forum regarding how ATSC might address the needs of countries which have not yet deployed DTV systems.

**13. Other Business**

a. G. Reitmeier reported on the speech on piracy delivered recently by Bob Wright.

b. Mr. Luplow asked about the status of the InStat white paper regarding broadcasting. Mr. Richer said that the draft report was in the process of being reviewed by the Broadcast Environment Group and that he expected it to be completed and distributed to the Board.

c. Mr. Barrett reported that he has been appointed liaison to ATSC for the IEC TC-100 Audio, Video and Multimedia committee.

d. Andy Scott reported that the NCTA offices have moved to 25 Massachusetts Ave, Washington, DC.

**14. Schedule of Future Board Meetings**

The December 20<sup>th</sup> board meeting, to be held at NAB, will begin at 9:30 AM and end at 3:00 PM. The first meeting of 2007 will be held on February 22.

**15. Adjournment**

The meeting was adjourned at 1:38 PM