

Board Minutes
Advanced Television Systems Committee, Inc.
Board of Director's Meeting
NAB
1771 N Street NW • Washington, DC
December 20, 2006

1. Call to Order; Determination of Quorum; Approval of Agenda.

Chairman Bob Rast (MICRONAS) called the meeting to order at 9:41 a.m. The Attendance List is **ATTACHMENT 1**. A quorum was determined. The agenda (**ATTACHMENT 2**) was approved with agreement to discuss the issue of partial board terms as item 6.5.

2. Opening Comments (R. Rast)

Mr. Rast said that there were a number of important items on the agenda which were important to act on in advance of the New Year.

Victor Tawil (MSTV) made a motion to approve the Resolution in Memory of Phil Livingston (**ATTACHMENT 3**). The motion was seconded by Sterling Davis (Cox Broadcasting) and approved unanimously.

Mr. Rast reminded the Board that one of the goals for 2006 was to track Board member participation in ATSC activities. He presented a draft tracking sheet which is (**ATTACHMENT 4**). Glenn Reitmeier (NBC-U) suggested that the tracking sheet be posted in the Board area on the member's only web site. Mr. Rast suggested that document be updated based upon attendance at today's meeting and posted on the web site.

3. Consideration of October 11, 2006 Draft Minutes

The October 11 minutes were presented and approved as drafted. (**ATTACHMENT 5**)

4. Report of the President (M. Richer)

a. Financial Report

Mr. Richer gave a brief overview of the financial report. (**ATTACHMENT 6**). He reported that the end of year projection indicates positive net revenue above budget.

b. Status of Letter Ballots

Mr. Richer presented the Status of Ballots report (**ATTACHMENT 7**). He highlighted the partitioning of A/53 and the election of Board members.

Board Vice Chair Lynn Claudy (NAB) presented retiring Chair Bob Rast with a gift and thanked him for his service. Outgoing Board members Michael Isnardi, Brian Smith, and Ira Goldstone were also recognized and presented with gifts.

c. Other:

Mr. Richer reported that he is in the process of looking for a new Office Manager to replace Meredith Friday.

ATSC will conduct a seminar on ACAP in conjunction with the Hollywood Post Alliance Technology Retreat on Jan 30 in Palm Springs. The focus of seminar will

be on the ACAP demonstration and field trial project.

ATSC and NAB will host the DTV Hot Spot again during the NAB convention in 2007.

5. Technology & Standards Group (W. Miller)

Bill Miller (ABC) gave the report of the TSG (**ATTACHMENT 8**). He reported that the new work on Advanced Emergency Alerting has been assigned to TSG/S13. Mr. Miller noted that TSG/S9 had completed review of the A-VSB technical disclosure documents. He said that TSG/S8 has been asked to review certain aspects of A-VSB that affect transport.

6. Planning Committee (G. Jones)

Graham Jones (NAB) gave the report of the Planning Committee (**ATTACHMENT 9**). Mr. Jones noted that slow work in the PC-1 group addressing advanced codecs. He said that the groups work may have been overtaken by the Strategic Plan. Mr. Jones said that a new work item proposal to develop a mobile application toolkit is being developed by PC-2. Mr. Jones also reported that the work on the ACAP demonstration and field trial project is moving forward very well. Mr. Jones said that Rich Chernock agreed to chair the new PC group on non-real-time applications.

6.5: Board Member Partial Terms and Term Limits (M. Richer)

Mr. Richer summarized the issues regarding partial terms and their relationship with term limits (**ATTACHMENT 10**). The Board agreed to take a broader look at potential solutions including elimination of partial terms so that a vacant position could be filled during the next normal election cycle with some one who would serve a full three-year term. Mr. Claudy agreed to chair an ad hoc group to develop recommendations concerning partial terms and term limits for members of the Board of Directors. Joe Flaherty, John Godfrey, Craig Todd and Mark Richer agreed to participate in the group. It was also suggested that Jay Adrick, Chair of the Nominating Committee participate. Mr. Rast reminded the Board that Brian Smith (Philips) would be retiring, so there is a need for a special election or other solution to fill his seat. The Board agreed to review the recommendations of Mr. Claudy's group and to try to come to agreement on this matter via email.

7. Nominating Committee: (W. Luplow)

Wayne Luplow (Zenith) gave the Final Report of the 2006 Nominating Committee (**ATTACHMENT 11**). Mr. Luplow also resigned as chairman of the nominating committee, since he will be eligible to run next year. Mr. Rast recommended that incoming Board member Jay Adrick (Harris) be appointed chair of the Nominating Committee. Mr. Davis volunteered to serve on the nominating committee. Craig Todd (Dolby) volunteered as well.

8. Budget & Finance Committee-Approval of 2007 Budget: (L. Claudy)

Mr. Claudy (NAB) presented the proposed 2007 Budget (**ATTACHMENT 12**). He described the process used to develop the budget. Mr. Claudy noted the record concerning budgeted versus actual dues (**ATTACHMENT 13**). Mr. Richer commented that the revenue projections from membership dues are generally conservative. Mr. Tawil observed that the budgeted interest income for 2007 was significantly lower than the actual 2006 interest. Mr. Richer agreed that it was overly conservative and should be changed to be more consistent with the actual 2006 projection.

Mr. Claudy noted a request from Robert Graves (ATSC Forum) for \$25k funding level. He said that the committee felt that ATSC financial support of the Forum was a Board issue. Mr. Luplow commented that the \$25k request from ATSC Forum was also signed by ATSC Forum members and ATSC members. The Board discussed the issues regarding funding of the Forum.

Mr. Luplow made a **MOTION** to revise the proposed budget to increase the membership dues, increase the interest income as discussed earlier, and move funding of the Forum from "below the line" to "above the line" (expenses). The motion was **SECONDED** by Mr. Davis.

Joe Flaherty (CBS) made a **MOTION** to amend the main motion to keep the Forum funding expense below the line with a footnote explanation explaining that there will be further review by the Board before the Forum is funded. The Motion was **SECONDED** by Ed Barrett (Sony). The motion to amend failed.

Mr. Claudy offered a friendly **AMENDMENT** to Mr. Luplow's motion to add the footnote "Pending further review and approval by the Board of Directors in 2007" to the Forum expense line item. Mr. Luplow and Mr. Davis accepted the amendment and the motion was approved.

The Board agreed with a suggestion from Mr. Richer that the budgeted membership dues income be increased by \$15,300.

Mr. Davis made a **MOTION** to approve the revised proposed 2007 budget with a recommendation for membership approval. The motion was seconded by Mr. Luplow and approved unanimously.

Mr. Todd suggested that the amount and potential use of the financial reserves should be considered in the coming year. Mr. Richer suggested that the Budget & Finance Committee consider this issue and make a recommendation to the Board. Mr. Richer said that the staff was considering strategies for online balloting. Mr. Richer said implementation of such a system might be a good use of some portion of the cash reserves and he expects to propose a solution in 2007.

9. Strategic Plan Implementation (R. Rast/M. Richer)

a. a. Task List & Assignments

Mr. Rast introduced the Strategic Plan Task List. He explained that the task list relates directly to the recommendations of the Strategic Plan (**ATTACHMENT 14**).

Mr. Jones commented that some of the target dates are aggressive. Mr. Richer suggested that the Board approve the task list as a tool to manage implementation of the strategic plan and to assign the items with the target date of 12/20/06 as appropriate to PC and TSG.

Mr. Rast suggested that the tasks dated 20 Dec 06 be approved today and that Mr. Richer, Mr. Jones and Mr. Miller review the other target dates.

Mr. Tawil made a **MOTION** to approve tasks 1a, 2a, 3a, 4a, 5a and 6a as shown in the Strategic Plan Task List and assign them to PC and TSG as indicated. The motion was seconded by Mr. Luplow and approved.

b. b. Public Availability

The Board agreed that further progress on implementation of the Strategic Plan is necessary before it should be made publicly available. Mr. Reitmeier suggested that elements of the plan should be made available as appropriate. Mr. Rast suggested that communications regarding the plan be handled as we normally report on our ongoing work.

10. Advanced Codecs (L. Claudy)

Mr. Claudy referred to the letters received from KBS (**ATTACHMENT 14**) and KOBETA (**ATTACHMENT 15**) regarding standardization of advanced codecs and the recent action by TSG to extend the candidate standard status of related documents until December of 2007. Mr. Claudy suggested that input from the Board to TSG might be helpful in this matter. Mr. Miller commented that the delay in moving the advanced codecs forward in TSG has been due to political and business considerations not technical issues. He suggested that the Board provide some guidance to TSG to help it move forward on this issue.

Mr. Tawil asked about the relationship between standardization of advanced codecs and the Strategic Plan. Mr. Rast responded that here was a presumption that advanced codecs would be a necessary element of ATSC-M (mobile), ATSC-H (handheld) and NRT (Non-Real-time).

Mr. Flaherty pointed out that the challenges of implementing advanced codecs for terrestrial broadcasting are more complex than for other media.

Mr. Richer suggested that any guidance on this issue that the Board wants to provide to PC and TSG should be in the context of the ATSC strategic plan. He said that he thought it was obvious that advanced codecs are required for ATSC-M, ATSC-H and NRT. He went on to say that the main issue of whether advanced codecs can be used for real-time linear programming should be discussed in the context of ATSC 2.0.

Mr. Tawil said that he thought that it was important for the Board to be responsive to input received from KBS and KOBETA. Mr. Claudy said that standalone standards could be written to satisfy the needs of countries like South Korea.

Mr. Richer agreed to respond to the letters from KBS and KOBETA.

11. Formation of 2007 Goals Committee (R. Rast)

Mr. Reitmeier agreed to chair the 2007 Goals Committee. The current members of the committee (Mr. Davis, Mr. Luplow, Mr. Claudy, Mr. Barrett, Mr. Scott) agreed to continue their participation.

12. Membership Committee (R. Rast)

John Godfrey (Samsung) agreed to chair the Membership Committee. The current committee (Mr. Reitmeier, Mr. Davis, Mr. Richer and Mr. Whitaker) agreed to continue participation.

13. ATSC Forum Liaison (W. Luplow)

Mr. Luplow reported on the activities of the ATSC Forum. He said that there was significant activity in Chile, Argentina, and the Philippines.

Mr. Reitmeier suggested that Robert Graves (ATSC Forum) occasionally participates in the PC. The Board agreed to invite Mr. Graves to give a ten-minute presentation on Forum activities during the next ATSC Board meeting. Mr. Godfrey suggested that Mr. Graves be asked to provide specific feedback about capabilities that need to be added to ATSC standards to satisfy countries that have not yet made a decision.

14. Other Business

The Board of Directors thanked Mr. Rast again for his service as Chairman of the Board of Directors.

15. Future Meetings

- a. PC and TSG Meetings in February 8.
- b. Next Board Meeting: February 22.

16. Adjournment (R. Rast)

The meeting was adjourned at 3:20 PM