

**Board Minutes**  
**Advanced Television Systems Committee, Inc.**  
**Board of Director's Meeting**  
**NCTA**  
**25 Massachusetts Ave• Washington, DC**  
**February 22, 2007**

1. **Call to Order; Determination of Quorum; Approval of Agenda** Chairman Glenn Reitmeier (NBC-U) called the meeting to order at 9:32 AM. The Attendance List is **ATTACHMENT 1**. A quorum was determined. The agenda (**ATTACHMENT 2**) was approved.
2. **Opening Comments** (G. Reitmeier)  
Mr. Reitmeier said that he was honored to serve as the Board chair and that he looked forward to a productive year. He thanked NCTA for hosting the meeting and introduced William Check of NCTA who welcomed Board members and guests.
3. **Consideration of December 20, 2006 Draft Minutes**  
The December 20, 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 reports for 2006 and year-to-date for 2007(**ATTACHMENT 4**).
  - b. **Status of Letter Ballots**  
Mr. Richer presented the Status of Ballots report (**ATTACHMENT 5**). He highlighted the publication of the new partitioned version of A/53.
  - c. **Other**  
Mr. Richer said that Monique Seguy has been hired as the new Office Manager.  
  
Mr. Richer reported that ATSC conducted a successful seminar in conjunction with the in HPA Technology Retreat in Palm Springs. He said the seminar focused on the ACAP Demonstration and Field Trial project.  
  
Mr. Richer said that plans for the ATSC DTV HotSpot at the NAB 2007 convention were moving forward. He said that he expects to have more demonstrations than last year.

Mr. Richer indicated that the staff would soon conduct a test of an online balloting system.

Mr. Richer noted the death of Cynthia Upson. He said that Cynthia worked for many years as a consultant to CEA and worked with ATSC on a number of demonstration projects.

**5. Appointment of Officers (M. Richer)**

Sterling Davis (Cox Broadcasting) made a motion to appoint Mark Richer President; Jerry Whitaker, Vice President of Standards Development; Lindsay Shelton-Gross, Secretary; and Lynn Claudy, Treasurer. The motion was seconded by Jay Adrick (Harris) and approved unanimously.

**6. Election of Board Vice Chairs (G. Reitmeier)**

Mr. Reitmeier nominated Lynn Claudy (NAB) and Wayne Luplow (Zenith) as Vice Chairs of the Board. Mr. Adrick made a motion to approve the appointment of Mr. Claudy and Mr. Luplow as Vice Chairs of the Board. The motion was seconded by Mr. Davis and approved unanimously.

**7. Partial Terms and Term Limits Ad Hoc Group (L. Claudy)**

Mr. Claudy summarized the group's proposal regarding changes to the Bylaws (**ATTACHMENT 6**) to address the issue of Board partial terms and vacancies. He said that the proposed revisions minimize the use of partial terms and clarify that directors who have served partial terms do not have these terms count towards term limits. He went on to say that midyear vacancies would remain vacant until the annual election cycle when they would be filled as a normal three-year term. He said that in the event that there are more than two elected positions vacant, the Board may elect directors to complete the unexpired terms.

William Miller (ABC) suggested some grammatical changes. Mr. Claudy made a motion to issue a membership ballot with a recommendation for approval of the proposed revisions to the Bylaws. Prior to the ballot, ATSC legal counsel will review the proposed language. The motion was seconded by Gavin Schutz (SMPTE) and approved unanimously.

**8. Membership Committee (J. Godfrey)**

John Godfrey (Samsung) gave the Membership Report (**ATTACHMENT 7**). He indicated that he met with a number of prospective members at CES who are interested in the potential of mobile applications. He said that he hoped to meet with potential new members during NAB. Mr. Reitmeier urged all Board members to help recruit new ATSC members.

**9. Nominating Committee (J. Adrick)**

Mr. Adrick reported that Mr. Luplow provided him with the records from last year's Nominating Committee. He said that with the likely approval of the proposed revisions to the Bylaws there was no action by the Nominating Committee necessary at this time.

## **10. Goals Committee (G. Reitmeier)**

- a. Mr. Reitmeier reviewed the assessment of 2006 Goals (**ATTACHMENT 8**).
- b. Mr. Reitmeier presented the proposed goals for 2007(**ATTACHMENT 9**). Mr. Adrick made a motion to approve the goals for 2007 as proposed. The motion was seconded by Mr. Luplow and approved unanimously.

## **11. Technology & Standards Group (W. Miller)**

Bill Miller (ABC) gave the report of the TSG (**ATTACHMENT 10**). Mr. Miller asked for clarification regarding the new work item on fixed indoor reception performance. He asked if it pertained to transmission or receivers. Mr. Richer said that after reviewing the Strategic Plan and supporting documents, he believes that the work assignment should have been given to the Planning Committee (PC), not TSG. Mr. Reitmeier agreed that the work should be undertaken by the PC. Mr. Godfrey asked for clarification that transfer of the item to PC would not affect TSG consideration of A-VSB. Mr. Miller responded that it would not. Mr. Tawil made a motion that item 6A of the Strategic Plan Task List related to fixed indoor reception be reassigned to the PC with an invitation that interested TSG members be invited to participate in the work. The motion was seconded by Mr. Adrick and approved. [Later in the meeting, Mr. Richer pointed out that when the Board approved the new work item on A-VSB in December of 2005, it stated that "TSG should consider technologies proposed by other organizations that address the same capabilities described in the NWIP submitted by Samsung and Rohde & Schwarz." The Board agreed that the motion approved earlier in the meeting did not change the December 2005 directive. ]

## **12. Planning Committee (G. Jones)**

Mr. Jones gave the report of the Planning Committee (**ATTACHMENT 11**). He announced that he had appointed Jim Kutzner (PBS) as Vice Chair of the PC. Mark Aitken (Sinclair) reviewed the major elements of the draft NWIP on ATSC-H/M. Mr. Barrett suggested that the scope section of the document should be more succinct and be more specific about the type of document to be developed. Mr. Reitmeier urged Board members to review the draft NWIP on ATSC-H/M and if they have comments to provide them directly to PC.

## **13. Implementation of Strategic Plan (G. Reitmeier/M. Richer)**

Mr. Richer presented the revised Strategic Plan Task List and Schedule. He suggested that the Board focus on task 7a, 8a and 9a which suggested action by the Board at today's meeting.

After some discussion, the Board agreed to the following:

- a. Task 7a on 1080P@60 was assigned to an Ad Hoc Group of the Board. The group will include Craig Todd (Dolby), Graham Jones (NAB), Gavin Schutz (SMPTE), Bill Miller (ABC) and John Godfrey (Samsung). The group was asked to consider the requirements (if any) for a 1080P@60 transmission

standard. The group was asked to provide a report to the board during the retreat. Mr. Reitmeier said that he would ask Joe Flaherty (CBS) to chair the group

- b. The Board formed an ad-hoc group of Victor Tawil (MSTV) and Lynn Claudy (NAB) to review issues related to item 8a on post transition RF signal levels. The group was asked to report back at the next Board meeting.
- c. Regarding Task 9a, the Board asked the PC leadership to review the list of metadata items in the Strategic Plan and identify work already completed or underway such as NRT.

The revised Task List and Schedule is **(ATTACHMENT 12)**.

#### **14. Annual Meeting (M. Richer)**

Mr. Richer reported on the Annual Meeting planning activities. He said that the annual meeting planning group wants to have a new program built around major elements of the Strategic Plan. The working title of the meeting is "ATSC: The Next Generation". Mr. Richer reviewed the preliminary program **(ATTACHMENT 13)**. Mr. Richer pointed out that in each of the sessions, the group would like to have someone with a contrary or different view from the typical ATSC participant. He also said that they would like to try to get a keynote speaker from outside the industry to talk about an issue such as the effects of major changes or disruption in a market rather than one that would focus on DTV. Mr. Richer said that there were two alternative sessions in the afternoon. Mr. Reitmeier suggested that perhaps one presentation on 1080p@60 could be added to the session "Bits are Bucks". Mr. Tawil suggested that should be more emphasis on the activities of ATSC. Mr. Davis suggested that there should be an overview of the Strategic Plan at the beginning of the meeting. Mr. Reitmeier agreed and suggested that it should be summarized again at the end of the meeting. Mr. Tawil suggested that there be more outreach to FCC staff. Mr. Claudy suggested that there should also be an effort to invite executives on non-member companies. Mr. Reitmeier suggested that discussion of the plans for the Annual Meeting be on the agenda for the conference call on March 28<sup>th</sup>.

#### **15. ATSC Forum Presentation (R. Graves)**

Robert Graves (ATSC Forum) gave a presentation **(ATTACHMENT 14)** outlining the role and structure of his organization. Mr. Todd made a motion to approve expenditure of the budgeted funding of \$25,000 for the ATSC Forum. Mr. Tawil seconded the motion. Mr. Claudy suggested that there is a need for the Forum and ATSC to use consistent language when describing the relationship between the organizations. The motion was approved. Mr. Richer pointed out that with the funding of the ATSC Forum, ATSC is entitled to another seat on the Forum Steering Committee. Mr. Claudy agreed

to join Mr. Richer as an ATSC representative to the ATSC Forum.

Mr. Miller said that ATSC should be responsive to the needs of other countries such as the input received from companies in South Korea. He suggested that the Board provide guidance to TSG concerning the direction to take with regard to advanced codecs. Specifically, he suggested that the Board recommend that documentation of advanced codecs be done as separate standards rather than a part of A/53.

Mr. Luplow made a motion that the Board, considering requests from South Korea and Latin American countries through the Forum, allow TSG to consider standardizing one or more advanced codecs in a separate document from A/53, and that standardization be for both the mainstream and all enhancement streams. The motion was seconded by Mr. Tawil and approved.

#### **16. Other Business**

Mr. Todd raised the issue of RF specifications for receivers subsidized by the NTIA coupon program. Mr. Luplow responded saying that NAB, MSTV & CEA filed comments with NTIA including suggestions regarding RF performance. Mr. Reitmeier asked Mr. Todd to circulate information about this issue and for Mr. Luplow to distribute the NAB, MSTV & CEA comments

#### **17. Schedule of Future Board Meetings**

The next meeting of the Board will be by conference call on March 28<sup>th</sup> 3:00 to 4:00 PM.

Future meetings are scheduled as follows:

May 18

July 11 & 12 (Retreat)

September 26

December 12

#### **18. Adjournment**

The meeting was adjourned at 3:23 PM