

**Board Minutes**  
**Advanced Television Systems Committee, Inc.**  
**Board of Director's Meeting**  
**September 26, 2007**

- 1. Call to Order; Determination of Quorum; Approval of Agenda**  
Chairman Glenn Reitmeier (NBC-U) called the meeting to order at 9:05 AM. The Attendance List is **(ATTACHMENT 1)**. A quorum was determined. Victor Tawil (MSTV) indicated that he would like to discuss an issue related to ATSC staffing after agenda item nineteen. The Board agreed to the revision and Ed Barrett (Sony) made a motion to approve the agenda **(ATTACHMENT 2)**. Sterling Davis (Cox Broadcasting) seconded the motion and it was approved.
  
- 2. Opening Comments (G. Reitmeier)**  
Mr. Reitmeier said that he thought that the July retreat was a success and the Board should follow up on the proposed revisions to the Strategic Plan.
  
- 3. Consideration of May 18, 2007 Draft Minutes**  
John Godfrey (Samsung) made a motion to approve the May 18, 2007 minutes **(ATTACHMENT 3)**. The motion was seconded by Mr. Davis and approved.
  
- 4. Report of the President (M. Richer)**
  - a. Financial Report**  
Mr. Richer 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)**.
  - c. Other**  
Mr. Richer noted the hiring of a new office manager, Ms. Li Liu. Mr. Richer may reconsider this position and how it operates once ATSC goes to a more automated system. Mr. Richer congratulated Mr. Flaherty on his recent "Giants of Broadcasting" award. Mr. Flaherty thanked ATSC for sponsoring a table at the event.
  
- 5. Technology & Standards Group (B. Miller)**  
Bill Miller (ABC) presented the TSG status report **(ATTACHMENT 6)**.

Craig Todd (Dolby) asked if the drafts of A/72 and A/73 supported 1080P@60 Hz. Mr. Miller confirmed that they are specified. Mr. Todd suggested that the 25 and 50 Hz modes be included in the standards for advanced codecs. Mr. Miller said that he would convey this suggestion to TSG/S6.

Mr. Reitmeier suggested that TSG carefully consider the interrelationship between the applications of NRT and ATSC-M/H. Mr. Richer suggested that the A-Team consider the interrelationships, the relative timing of the work and the potential for multiple versions of these standards. He said that the A-Team could

recommend a path for the Specialist Groups to follow. Mr. Reitmeier agreed with this strategy and asked Mr. Miller to report on this topic during the next Board meeting.

Mr. Richer thanked Mr. Miller and the A-team for making significant progress on the five year review of standards.

Mark Aitken (Sinclair Broadcasting) presented a report (**ATTACHMENT 7**) on the work of TSG/S4 to develop ATSC-M/H. He summed up his presentation saying that he remains optimistic regarding completion of the standard in a timely manner. Mr. Reitmeier thanked Mr. Aitken for his work and urged interested Board members to participate directly in the work of S4.

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

Graham Jones (NAB) presented the report (**ATTACHMENT 8**) of the Planning Committee (PC). Joe Flaherty (CBS) asked whether ATSC was the right organization to provide information to consumers. Mr. Richer responded that a number of consumers go to the ATSC web site because "ATSC" is often on the product itself. He went on to say that the plan is to revise the current consumer information on the web site utilizing content from other sources, such as the DTV Coalition.

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

Jay Adrick (Harris) presented the report of the Nominating Committee (**ATTACHMENT 9**)

Robert Plummer (DirecTV), Bill Zou (DTS), and Craig Tanner (Sharp) have been appointed to the nominating committee and approved by the ATSC Board. Nominations are due on October 10<sup>th</sup>. The Committee will consider the nominations and issue a membership ballot.

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

John Godfrey (Samsung) reviewed the Membership Report (**ATTACHMENT 10**). Mr. Reitmeier suggested that the committee reach out to companies in the telecom industry such as Verizon, Sprint, AT&T etc.

**9. On-Line Balloting (M. Richer)**

Mr. Richer reported on the status report of implementation of online balloting. He said the staff was engaged in discussions with two companies. One company provides a standalone voting system and the other a comprehensive system that could be used to manage other aspects of ATSC operations. Mr. Richer said that he is in the process of determining the cost of the two systems and is therefore holding off on drafting the 2008 budget. He said that he may recommend to the Board that some of the upfront costs be paid this fiscal year.

**10. Bylaws Revisions (Mr. Richer)**

Mr. Richer reviewed the proposed Bylaws Revision (**ATTACHMENT 11**) which is recommended to facilitate online balloting. He said that Section 11 was also revised to document the fact that we do not count non-votes when determining the results of a ballot. This has been ATSC practice, but was not clearly stated in the Bylaws. Mr. Davis made a motion to issue a membership ballot to approve

the proposed revisions to the Bylaws. The motion was seconded by Mr. Adrick and unanimously approved.

#### **11. ATSC Forum Update (W. Luplow)**

Mr. Luplow presented the ATSC Forum report (**ATTACHMENT 12**).

Mr. Reitmeier asked about the importance of mobile/handheld and advanced codecs to the work of the ATSC Forum. Mr. Luplow stressed the importance of these issues. Mr. Reitmeier suggested that ATSC help communicate the schedule and status of these projects.

Mr. Reitmeier recommended the formation of an ad hoc group of the Board to discuss these communication issues. He said the objective of the ad hoc group is to create an update document, or report on ATSC-M/H and other projects, targeted for distribution to the ATSC Membership, perhaps as a part of the newsletter. He said the report should be done in a way that can be repurposed for Forum distribution to targeted audiences. Mr. Richer pointed out that updates are included in the Standard (newsletter) and Jerry Whitaker (ATSC) writes regular columns in industry publications. These could be the basis of a status report. Mr. Whitaker reported that the next issue of IEE BTS and TV Tech columns will include this kind of update. Mr. Luplow agreed to chair the ad hoc group suggested by Mr. Reitmeier. Mr. Richer, Mr. Whitaker, Ms. Shelton-Gross, Mr. Godfrey, and Mr. John Taylor will participate on the group.

#### **12. Patent Policy Revision (M. Richer/G. Reitmeier)**

Mr. Richer and Scott Petty (King & Spalding) presented the proposed revisions to the Patent policy (**ATTACHMENT 13**). The Board agreed to the revisions that would extend the obligation to disclose through the life of the document and would eliminate the Board's role in reviewing Patent Statements. The Board also agreed to insert the word "actual" before the word "knowledge" in two places in section five of the draft revised policy. The Board asked Mr. Petty to look at the ANSI policy and other SDO policies to determine if the policies require non-Representatives to disclose. Mr. Godfrey suggested that the Board consider how far the policy should go versus what is left to the industry and legal system.

Mr. Richer said that he would post a new draft revision of the Standard incorporating the changes agreed to by the Board. Mr. Reitmeier asked the Board to provide comments regarding the new draft to Mr. Richer or Mr. Petty within ten days of the posting. The remaining issues will be discussed during the upcoming conference call.

#### **13. A/96 (M. Dolan)**

Michael Dolan (TBT) presented an overview of A/96 (**ATTACHMENT 14**).

#### **14. NWIP SCTE (M. Dolan)**

Mr. Michael Dolan (representing Nielsen) presented the New Work Item Proposal (NWIP) "Carriage of SCTE 127 in the ATSC Transport" (**ATTACHMENT 15**). The Board asked Mr. Dolan to revise the NWIP with more specific examples of describing the Potential for Use. The Board agreed to approve the revised NWIP by email. If significant objections are raised the NWIP will be considered on the

next conference call.

**15. CEA Letter regarding Advanced Codecs (M. Richer)**

Mr. Markwalter summarized the CEA letter of September 20<sup>th</sup> (**ATTACHMENT 16**) suggesting inclusion of advisory language in the standards under development for advanced codecs. Mr. Miller suggested that the advisory statement should go into the introduction of the documents.

Mr. Tawil asked if the CEA was proposing a general policy. Mr. Markwalter responded that CEA's suggestion is focused on the standards for advanced video codecs.

Mr. Tawil made a motion that the Board strongly recommend to TSG that an advisory note be included in the introduction of the standards for advanced video codecs (A/72 and A/73). Revisions to the CEA recommended advisory note to be drafted by Mr. Richer, Mr. Markwalter and Mr. Miller, and approved by the Board by email. The motion was seconded by Sterling Davis (Cox Broadcasting). The motion was unanimously approved.

Mr. Reitmeier suggested that the transition issues raised the advisory note be considered by the PC in their development of ATSC-2.0.

**16. Review of Retreat Action Items (M. Richer)**

Mr. Richer reported that all of the action items for the retreat were completed or are being considered by the Board today.

**17. Strategic Plan Revision (G. Reitmeier/M. Richer)**

Mr. Reitmeier said that he thought that it was important that the Strategic Plan remain a living document. Mr. Richer presented the draft revisions to the Strategic Plan (**ATTACHMENT 17**). Mr. Richer said he drafted the revisions based upon the discussions during the July retreat and reviewed by an ad hoc group including Mr. Reitmeier, Mr. Claudy and Mr. Markwalter.

Mr. Davis made a motion to approve the proposed revisions to the Strategic Plan. Mr. Adrick seconded the motion and it was unanimously approved. Mr. Reitmeier and Mr. Richer will distribute the plan to the membership.

**Strategic Plan Task List Review (M. Richer)**

Mr. Richer reviewed the revisions to the Strategic Plan Task List (**ATTACHMENT 18**). The Board asked the Planning Committee to consider whether a dedicated broadcast return path is necessary. Mr. Richer suggested that this item be considered in the context of ATSC-2.0. Mr. Miller commented that the work in ATSC has been moving quickly and he was optimistic that the items on the task list can be completed in a timely manner.

**18. ATSC 25<sup>th</sup> Anniversary (M. Richer)**

Mr. Richer reported on plans for a 2008 "all-year" 25<sup>th</sup> anniversary celebration. The staff is in the process of creating a special logo and sending out save-the-date reminders for the 2008 Annual Meeting. Mr. Richer suggested that a presentation or paper on the history of ATSC might be appropriate, and that he would like to give out some special awards at this year's annual meeting. Mr.

