



the standard

News from ATSC, Volume Nine, Issue One, April 2008



The Advanced Television Systems Committee (ATSC) and the National Association of Broadcasters (NAB) will demonstrate the most

sophisticated technologies in digital television at the 2008 ATSC/NAB DTV HotSpot. The *DTV HotSpot* will be showcased at the world's largest electronic media show, the NAB Show, April 14-17 in Las Vegas, Nevada.

Lynn Claudy, Senior Vice President of Science and Technology for NAB, commented "The DTV Hot Spot's array of innovative applications and extensions of DTV broadcast technology will provide an insider's glimpse into the future for NAB Show attendees."

The *DTV Hot Spot* will showcase a variety of technologies, including smart antennas for DTV reception, mobile and handheld coverage and service planning, equalization techniques for mobile television, next-generation scene-based sharing and advertising standards, repeater/translator technology for synchronized transmission networks, first silicon tuners in certified NTIA digital-to-analog converter boxes, over-the-air updates for DTV and digital signage, best practices for digital-to-analog conversion including AFD, audio and closed captioning, low bit rate audio coding for mobile and handheld service, compliance bitstreams and test patterns, data delivery service for digital televisions, emergency alert system and proposed technologies for the ATSC-M/H (mobile and handheld) Standard.

Companies demonstrating these technologies in the *DTV Hot Spot* include AntennasDirect, Broadcast International, Coherent Logix, CRC Canada, DotTV, DTV Innovations, ETRI, Microtune, National Datacast, NBC-Universal, Neural Audio, Samsung, Sarnoff, UpdateLogic, Vmark, and Zenith/LG.

"As we celebrate our 25th year of operation, it's exciting to see the high level of interest in ATSC activities as it is reflected in the DTV Hot Spot Demonstrations," said ATSC President Mark Richer.

The *DTV Hot Spot* is located in the Las Vegas Convention Center's South Hall Upper Lobby and will be open Monday through Wednesday, April 14 – 16, from 9 a.m. to 6:00 p.m. and Thursday, April 17 from 9 a.m. to 4:00 p.m. The NAB Show covers the development, delivery and management of professional video and audio content across all mediums. Complete show details are available at www.nabshow.com.

For more information about the HotSpot, please visit www.atsc.org or contact Lindsay Shelton-Gross at lsheltongross@atsc.org ■

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ATSC 25th Anniversary Celebration

The Advanced Television Systems Committee proudly celebrates the 25th Anniversary of the organization this year. On May 13, 1983; the very first ATSC meeting was held at the National Association of Broadcasters headquarters in Washington, DC.

The ATSC was formed by the Joint Committee of Intersociety Coordination (JCIC). The JCIC was composed of the National Association of Broadcasters (NAB), National Cable Television Association (NCTA), Electronic Industries Association (now CEA), Institute of Electrical and Electronic Engineers (IEEE), and the Society of Motion Picture & Television Engineers (SMPTE). Former FCC Chairman William Henry was approved to become the ATSC's first ever chairperson.

Several of the original founding member companies remain active in ATSC today: ABC, CBS, CEA, IEEE, MSTV, NAB, NBC, NCTA, Panasonic, Philips, SMPTE, Sony, Tektronix, Thomson, and Zenith.

In celebration of this momentous occasion, the 25th Anniversary Celebration and very special Annual

Meeting is scheduled for May 8, 2008 at the Ritz-Carlton Pentagon City in Arlington, Va.

The big event kicks off Annual Meeting Cocktail Reception on the evening of May 7th. The reception is open to all registered attendees - festivities begin at 7:00 PM at the Ritz-Carlton.

The preliminary program for the following day includes the keynote speech by Mr. Richard E. Wiley of Wiley Rein LLP; special guest luncheon speaker Ms. Paula Kreger, President and CEO of PBS; Mr. David Donovan, President of MSTV; and Mr. Brandon Burgess; Chairman and CEO of ION Media and President of the Open Mobile Video Coalition (OMVC). Mr. Burgess will discuss efforts to support ATSC's development of a standard for mobile and handheld service (ATSC-M/H).

Panel topics will include HDTV, February 2009 preparation and perspectives, the future of broadcasting, and the ATSC strategic plan.

Sponsors for the 2008 Annual Meeting include LG/Zenith as a Silver Sponsor; IEEE as a Bronze Sponsor; and Dolby, Cox Broadcasting, Harris, Neural Audio, Panasonic, Gannett, Tandberg Television, Sony, and WUSA-TV.

If you have missed the hotel reservation deadline, please contact Lindsay Shelton-Gross at lisheltongross@atsc.org for a list of alternate nearby hotels. ■

The Joint Committee
on Inter-Society Coordination
invites interested parties
to attend the initial meeting of
**The U.S. Advanced
Television Systems
Committee**
10:00 am
Friday, May 13, 1983
National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C.

The Committee will coordinate the development of voluntary technical standards for the generation, distribution, and reception of improved NTSC, enhanced 525-line, and high definition television transmission. Membership is open to business entities with commercial interests in the U.S. which are likely to be affected by the development of advanced television standards, as well as non-profit membership organizations whose members would be affected by such standards. For further information contact the National Association of Broadcasters Office of Science and Technology at (202) 293-3507.

Schedule of Events

 <p>Wednesday, May 7th TSG Meeting 10:00 AM to 1:00 PM CEA Building (Crystal City)</p>	<p>Thursday, May 8th 2007 ATSC ANNUAL MEETING 8:30 AM to 4:00 PM Ritz-Carlton Pentagon City</p>	
 <p>PC Meeting 2:00 PM to 5:00 PM CEA Building (Crystal City)</p>	<p>Friday, May 9th ATSC Board Meeting 8:30 AM Ritz-Carlton Pentagon City <i>Board Members and approved guests only</i></p>	
 <p>ATSC Evening Cocktail Reception 7:00 PM Ritz-Carlton Pentagon City</p>		

DTV Transition Coalition Spring Update



Converter Box Program

The U. S. Department of Commerce's National Telecommunications and Information Administration (NTIA) announced today at the Consumer Electronics Show in January that more than 250 retailers are now certified to participate in a program to aid in the transition to digital television. 19 converter box models are eligible for purchase with the NTIA coupon, and more are being tested as part of the certification process. The deadline to be certified was March 31st.

As of April 1, 2008, NTIA has received applications for 9.3 million coupons from nearly 4.9 million households. This represents nearly 28% of the total 33.5 million coupons available under the law, reported Bernadette McGuire-Rivera of NTIA.

Consumers may use the \$40 coupons to purchase certified converter boxes for their analog televisions, which rely on over-the-air broadcasts, to keep working after February 17, 2009, when full power television stations convert to all-digital signals. Televisions connected to cable, satellite or other pay TV services do not need a converter from the TV Converter Box Coupon Program.

A list of certified converter boxes and retailers to date are listed on the NTIA website, www.ntia.doc.gov. Eight of the largest consumer electronics retailers -- Best Buy, Circuit City, Kmart, RadioShack, Sam's Club, Sears, Target, and Wal-Mart -- are among the 250 retailers certified by NTIA to participate in the Coupon Program.

Also, QVC (www.qvc.com), J&R Music World (www.jr.com), and Sewell Direct (www.sewelldirect.com) plan to accept coupons online, and Best Buy and QVC plan to accept coupons via a toll-free telephone number.

For more information about the TV Converter Box Coupon Program, go to www.DTV2009.gov or call toll free 1-888-DTV-2009 (1-888-388-2009). Retailers interested in participating in the Program should visit www.ntiadtv.gov or call 1-866-296-1107. For more information about the entire digital transition, go to www.dtv.gov. An updated list of certified converters is available at www.ntiadtv.gov/cecb_list.cfm. ■

NTIA: As of April 1, 2008, NTIA has received applications for 9.3 million coupons from nearly 4.9 million households. This represents nearly 28% of the total 33.5 million coupons available under the law. 640 retailers representing 11,278 stores are participating in the program, and 64 converter boxes have been certified, including seven models with the "analog pass-through" option. Additionally, March 31, 2008 marked the deadline for retailers to apply for certification in the program.

FCC: The Federal Communications Commission (FCC) held a DTV workshop on April 1, designed to help prepare low-income consumers for the transition to DTV. A recent FCC workshop that focused on helping people with disabilities prepare for the transition led to a new DTV Transition Coalition member, the Special Olympics committee. These workshops are held at FCC headquarters, 445 12th St., SW, Washington, DC, and are webcast live from the FCC's website, www.fcc.gov. For more information on these workshops, please contact Pam Slipakoff at pam.slipakoff@fcc.gov.

Coalition membership growing: The DTV Transition Coalition has grown to 214 organizations and businesses supportive of a smooth transition to digital television broadcasting. If you know of any organizations that might be interested in joining the DTV Transition Coalition, please let Vinicia "Vinnie" Mascarenhas of NAB, or Megan Pollock of the Consumer Electronics Association (CEA) know. Vinnie can be reached at (202) 429-5358 and Megan at (703) 907-7668.

Low Power Issues: The Coalition's Web site now includes information on the low power issue, at www.DTVtransition.org/lowpower.

Reminder: the coalition's sole purpose is to educate consumers about the February 17, 2009 federally mandated transition to digital broadcasting, with the goal of no consumer losing television reception due to a lack of information about the DTV transition. The coalition does not promote or oppose any public policy issues surrounding the transition. If you have any comments or suggestions, please do not hesitate to contact Jonathan Collegio at jcollegio@nab.org.

2008 ATSC Audio Summit

Audio Summit Draws Big Crowd

The Advanced Television Systems Committee (ATSC) one-half day seminar on audio technology, held in conjunction with the 2008 Hollywood Post Alliance Technology Retreat, was a great success. The event was held at the Rancho Las Palmas Resort and Spa in Rancho Mirage, near Palm Springs. With standing-room-only attendance, the program ran well into the evening.

The "ATSC Audio Summit" was an opportunity for interested members of the media production and broadcasting communities to attend informative presentations, discussions and demonstrations on AC-3 audio, in particular loudness and lip-sync. Presenters were all audio professionals that are active in the industry and very familiar with the work the ATSC has accomplished for digital broadcast sound. The Audio Summit included discussions of broadcast audio challenges in the real world, mix room monitoring, and measurement techniques.

Many of the presentations listed below and given at the Audio Summit are available for download at <http://www.atsc.org/powerpoint>

- ***Overview of ATSC Activities***
- ***Broadcast Audio: Challenges and Opportunities***
- ***SMPTE Work Relating to Audio Issues***
- ***An Overview and Background of the Loudness Issue***
- ***Audio in the Real World***
- ***Mix Room Monitoring and Measurement***
- ***Panel Discussions: Production Challenges; Distribution Issues***
- ***Demonstrations: Live demonstrations of "by the book dialnorm", both agile and fixed as well as the use of modern dynamics processors that work in conjunction with or without dialnorm.***

For more information on this year's Audio Summit, please contact Jerry Whitaker at jwhitaker@atsc.org. ■



Top: Panelists Rnady Hoffner, MWG; Bob Plummer, DirecTV; and Ira Goldstone, Tribune. Middle: Mr. Mark Aitken and Mr. Pat Waddell during the day's events
Bottom: Mr. Bob Seidel, CBS.

ATSC would like to congratulate the following members for their prestigious industry awards:

North American Broadcasters Association (NABA) Board of Directors names new President Leonardo Ramos Mateos, Director of High Technology, Grupo Televisa Mexico

Profile: Brett Jenkins, ION Media



Brett Jenkins, ION Media

Brett Jenkins is the Director of Technology Strategy and Development at ION Media Networks. He supports ION's development and evaluation of advanced television technology business models, and oversees the direction and implementation of digital television and mobile programs.

Before joining ION, Brett ran the US transmitter operations for Thomson, where he was responsible for growing the business especially in the newly emerging mobile video distribution markets. Before Thomson acquired the transmitter business from Thales, Brett had been the Vice President of Engineering and Business Development. Earlier in his engineering career, he had been responsible for modulator and exciter technology and development for broadcast products. He was the lead US engineer in a global team responsible for the development of Digital Adaptive Precorrection technology. His company received a technical and engineering excellence Emmy award for pioneering this technology in 2003.

For the past several years Brett has been active in many broadcast industry groups involving digital television, and is currently the chair of one of the ATSC ad hoc groups working on a new standard for mobile TV broadcast. He has authored and presented technical papers and tutorials on various digital communications topics, and he recently authored the DTV transmitter chapter for the 10th edition of the NAB Engineering Handbook.

Brett received a BSEE with honors from the University of Massachusetts, Amherst in 1992 and an MBA from Boston University in 2005. He is a member of the Institute of Electrical and Electronics Engineers (IEEE), where he serves as a member of the BTS Ad Com. He is also a member of the Society of Motion Picture and Television Engineers (SMPTE).

"Like many engineers, I knew from an early age that I wanted to have a career dealing with technology,"

Brett says. "I grew up in the years that computers were just starting to become commonplace. That was a big draw for me. I had always envisioned myself in a career where I could use technology to make music or video. Engineering is about making things work, and that often takes a huge amount of creativity. I was drawn to the creativity that engineering enables."

Brett focused on math and science, and when choosing a college, looked for a great Engineering school. "In New England, UMASS is considered one of the best engineering schools around. And it just so happens that it does world renowned research in RF and microwave technology," Brett says.

Brett's first job after graduating was with Comark Communications, a manufacturer of high power UHF transmitters. He began in the design group, where he worked on designs that would be used in the first common amplification IOT amplifiers. Eventually Brett began working on designs for a modulator for the brand new DTV standard.

"I only recently joined ION Media Networks as the Director of Technology Strategy," Brett noted. "ION was starting to take a leadership position in the industry, largely because of the vision of Brandon Burgess, our Chairman and CEO. When I saw an opportunity to work on the development of the technology and business models, I jumped in with both feet."

I couldn't be more excited about the future of broadcasting. I see our industry as having incredible resources and enormous potential to capitalize on rapidly changing consumer habits. Broadcasters are united like never before and focused on bringing mobile TV to the US," he notes. "I feel privileged to work together with all of my colleagues at the ATSC to make this happen.

Outside of his hard work, Brett spends time with his family and keeps active playing music in a band, which he's done for 20 years. 'A wise man once told me, 'we do what we want to do.' I find that if you truly love something, you manage to keep doing it. Thankfully, I have a wonderfully loving and supportive family that understands what passion is." ■

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1750 K Street NW, Suite 1200, Washington DC 20006

The ATSC is an international, non-profit organization developing voluntary standards for digital television. The ATSC has member organizations representing the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite, and semiconductor industries.

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Inc.

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fax us,
202 872-9161
or log on to
www.atsc.org

Welcome Wagon

ATSC would like to welcome it's newest members:

Audemat, DotTV, Envivio, ExpressMobile, FirstPaper, Fraunhofer USA, Mr. Leonard Laub (Observer), Marvell, MediaPhy, Nagravision, Qualcomm, RRD USA, Texas Instruments, VMark, and VoiceAge.

These companies have recently become members. We eagerly anticipate their contributions to the DTV standards currently being developed in the ATSC, and we know their participation will have an immeasurable effect on the future of digital television.

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generous sponsors of the
ATSC Standard Newsletter



Caption Contest

This spring, ATSC is running a "caption contest" for the above photograph of Jerry Whitaker, ATSC. The winner will be recognized at the upcoming ATSC 25th Anniversary Celebration and Annual Meeting.

The ATSC staff will judge your entries on your creativity! Entries must be emailed to Lindsay at lsheltongross@atsc.org by close of business on May 2, 2008. When submitting your entry, be sure to use "Caption Contest" as the email subject line.

ATSC member Neural Audio has generously donated the prize, a **Onkyo TX-SR805 7.1 Channel Home Theater Receiver**, which will be awarded to the winner at the Annual Meeting on May 8, 2008. Good luck!