Impact on Standards that Affect the DTV Industry

- Involvement in the DTV Standards development at several levels: Specialist Group, to Technology and Standards Group, to Full Committee
- Involvement in Planning Teams to determine new areas needing standards
- Develop and provide information on the implementation of ATSC Standards and Recommended Practices
- Voting on the proposed Standards and Recommended Practices
- Drafting stage in the Technical Group level; and on draft Standard in Full Committee
- Coordinate/harmonize with other standards-setting bodies in the US and around the world
- Voice to the FCC, ITU-R, governments, and press

Access to Information on Standards Development

- Access to the flow of information through the use of ATSC email reflectors and the ATSC Enterprise, the member’s-only website
- Participate in the technical meetings
- ATSC monitors actions in the US and around the world that can impact the ATSC work
- Information sharing with other Standards-setting bodies Monthly e-newsletter

Marketing and Networking Opportunities

- Affiliation with ATSC and its members
- Participation/sponsorships in popular seminars on DTV standards and technology
- Recognition during ATSC DTV demonstration efforts throughout the world
- Opportunities to sponsor ATSC demonstrations and events
- Signs/Logo denoting ATSC membership for display on websites, marketing material and in exhibit booths
- Networking with DTV Industry Experts