ATSC 2.0 Participation Agreement

Purpose
The overarching goal of the Personalization and Interactivity Implementation Team is to create new value for viewers, consumer electronics manufacturers, and broadcasters. To that end the Personalization and Interactivity Implementation Team (ATSC 2.0) provides a venue for industry discussions of issues related to implementation of the emerging ATSC 2.0 Standard. The Personalization and Interactivity Implementation Team may address business, regulatory and technical requirements for the successful roll-out of ATSC 2.0. The Personalization and Interactivity Implementation Team will not develop Standards or Recommended Practices. However, it may make recommendations to ATSC and other standards development organizations.

Participation
Participation in the Personalization and Interactivity Implementation Team is open to all organizations offering or planning to offer services, products or other efforts relating to or in support of implementation of ATSC 2.0. Participating organizations must agree to abide by policies established by the ATSC Board of Directors.

Fees: The base annual fee for participation in the Personalization and Interactivity Implementation Team is $1000 for ATSC Members and $3000 for organizations which are not members of ATSC. Additional fees may be charged for specific activities as determined by the 2.0 ITeam. These fees will be used to partially offset costs incurred by the ITeam.

Participation Agreement: Participation in the Personalization and Interactivity Implementation Team will require organizations to sign a Participation Agreement.

Decision-making: It is expected that most decisions will be made by consensus. Where necessary we will use a voting process with one vote per participating organization, on a simple majority basis, to achieve group agreements.

Activities
Determination of specific Personalization and Interactivity Implementation Team activities shall be made by the team participants. Activities may include but are not limited to:

- Market Studies
- Prototype Development
- Simulations
- Demonstrations
- Interoperability tests ("plugfests")
- Field Trials
- Recommendations to ATSC on adjustments to the standard(s)
- Compliance & certification
- Branding
- Marketing and promotion

See how the world of television is changing with ATSC 2.0.

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