Background

Advanced Emergency Alerting, as a key element of the next-generation ATSC 3.0 broadcast standard, promises to create new significant value for viewers, consumer electronics manufacturers, broadcasters and various emergency alerting authorities. The addition of advanced emergency alerting capability and the accompanying rich-media emergency alerting information represents a compelling application for ATSC 3.0.

Purpose

The ATSC Advanced Emergency Alert I Team provides a venue for industry discussions of issues related to implementation of emergency alerting. The Advanced Emergency Alert I Team may address business, regulatory and technical requirements for the successful inclusion of emergency alerting, and indeed the successful commercial rollout of ATSC 3.0. This I Team will not develop Standards or Recommended Practices. However, it may make recommendations to ATSC and other standards development organizations.

Participation

Participation in the Advanced Emergency Alert I 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 3.0. Participating organizations must agree to abide by policies established by the ATSC Board of Directors.

Fees: The base annual fee for participation in the Advanced Emergency Alert I Team is $1,000 for ATSC Members and $3,000 for organizations that are not members of ATSC. Additional fees may be charged for specific activities as determined by the I Team. These fees will be used to offset costs incurred by this I Team.

Participation Agreement: Participation in the Emergency Alert I Team will require organizations
to sign a Participation Agreement.

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

Activities
Determination of specific Advanced Emergency Alert I Team activities shall be made by the team participants. Activities may include but are not limited to:

- Prototype Equipment and Program Material Development, including but not limited to:
  - Emergency Alerting and/or sub-system Emergency Alerting components
  - Rich Media Generation Systems or Capabilities

- Implementation at broadcast stations
- Integration of stations with existing alerting and/or local emergency manager organizations

- Interoperability tests (“plugfests”)
- Field Trials
- Demonstrations
- Recommendations to ATSC on adjustments to the standard(s)
- Market Studies, Marketing and promotion, Branding
- Compliance & certification