

ATSC 2.0—Enhancing Today’s DTV Services

14 February 2012, 1:00 p.m. until 5:00 p.m.

Held in conjunction with the 2012 HPA Technology Retreat
Hyatt Grand Champions, 44-600 Indian Wells Lane, Indian Wells,
California, USA 92210

The concept of “ATSC 2.0” is to take the experience of television—watching on fixed receivers—to the next level by introducing a number of enhanced features based on newly-developed standards and the focused application of existing standards. Work on ATSC 2.0 is well underway on suite of backwards-compatible new services, including non-real-time transmission, Internet connectivity, 3D TV broadcasting, and advanced video compression. Technology continues its rapid pace of change, with more consumer devices being Internet-enabled, which in turn enables new distribution and consumption models for entertainment programming and information.

This four-hour seminar outlines work underway on the key aspects of ATSC 2.0, including NRT, Internet-enabled services, 3D and more. ATSC 2.0 is intended to address the increasing desire on the part of consumers for “everything-on-demand,” which has changed customer expectations of media. ATSC 2.0 services will be carried in DTV broadcast channels and their presence will not preclude or interfere with proper operation of current ATSC services in the same RF channel, or have any adverse impact on legacy receiving equipment.

Recognizing the importance of perspective in any new project, the session wraps up with a look at some of the fascinating history of television. Predictions from the past reveal something about where we are today, and where we may be heading.

The seminar will be held on Tuesday, 14 February 2012, at the Hyatt Grand Champions Resort in Indian Wells, California (the Palm Springs area). Additional information can be found on the HPA web site; see <http://www.hpaonline.com/>.

The program schedule is given below.

Tuesday, 14 February 2012		
12:00 p.m.	Registration Open	
1:00 p.m.	Welcome and Overview of ATSC Activities	Jerry Whitaker, ATSC
	This presentation will set the stage for the program with introductory remarks about ATSC 2.0 and provide an overview of current ATSC projects.	
1:15 p.m.	An Overview of ATSC 2.0	Sam Matheny, WRAL
	ATSC 2.0 is an exciting new effort to redefine the television viewing environment. This presentation will provide an overview of ATSC 2.0 and discuss key broadcaster requirements.	
1:45 p.m.	NRT—It’s All About Time	Rich Chernock, Triveni Digital
	When you think about it, most TV programming does not need to be delivered in real-time. The emerging ATSC non-real-time (NRT) standard opens the door to a new TV viewing paradigm. This presentation provides an overview of NRT and	

	discusses what it can do for broadcasters	
2:15 p.m.	Key Elements of ATSC 2.0	Oren Williams, Dolby
	Work on ATSC 2.0 has been underway for well over a year. This presentation reviews where the work currently stands and what broadcasters can expect going forward.	
2:45 p.m.	Coffee break	
3:00 p.m.	ATSC 2.0 in Context	Skip Pizzi, NAB
	ATSC 2.0 is one of several emerging initiatives that extend the ATSC standard from its original, currently deployed baseline. These other elements include ATSC Mobile/Handheld (ATSC M/H or “Mobile DTV”), possible accommodation of compatible broadcast delivery for 3D content, and the development of the next generation of terrestrial broadcast television (called “ATSC 3.0”). This presentation will provide a holistic view of how ATSC 2.0 fits into this larger picture of DTV development.	
3:30 p.m.	Advanced Video Coding: What’s Possible and What’s Practical	Pat Waddell, Harmonic
	This presentation will outline the capabilities of advanced video coding systems, focusing on what is possible for today’s DTV environment.	
4:00 p.m.	Advanced Audio Coding: Capabilities and Features	Oren Williams, Dolby
	The ATSC DTV audio system is built upon AC-3. There are new options today, which will be discussed in this presentation.	
4:30 p.m.	The History of Television Predictions—What we can Learn from the Past	Mark Schubin
	Recognizing the importance of perspective in any new project, the session wraps up with a look at some of the fascinating history of television. Predictions from the past reveal something about where we are today, and where we may be heading.	
5:00 p.m.	Wrap-up and End of Session	

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

The Hollywood Post Alliance is the trade association representing the professional community of businesses and individuals who provide expertise, support, tools, and the infrastructure for the creation and finishing of motion pictures, television, commercials, digital media, and other dynamic media content.