

MAR 16 1993

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March 16, 1993

VIA HAND DELIVERYMs. Donna R. Searcy
Secretary
Federal Communications Commission
1919 M Street, N.W.
Stop Code 1170
Room 222
Washington, D.C. 20554Re: MM Docket No. 92-305, In the Matter of Amendment of the
Rules Relating to Permissible Uses of the Vertical
Blanking Interval of Broadcast Television Signals

Dear Ms. Searcy:

Enclosed herewith for filing in the referenced proceeding are the original and five (5) copies of the Reply Comments of A. C. Nielsen Company. Also enclosed herewith is a completed Record Image Processing System form to accompany the filing.

Please direct any questions regarding the enclosed Comments to the undersigned.

Respectfully submitted,


Kevin S. DiLallo

Enclosures

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MAR 16 1993

BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)
)
Amendment of the rules relating to)
permissible uses of the vertical) MM Docket No. 92-305
blanking interval of broadcast) RM-8066
television signals) RM-8067
)
_____)

To: The Commission

REPLY COMMENTS OF A.C. NIELSEN COMPANY

A.C. Nielsen Company ("Nielsen"), by its attorneys, hereby submits its Reply Comments in the above-captioned proceeding. For the reasons stated below and in its Initial Comments, Nielsen submits that the Commission need not designate uses of either line 19 or line 21, field 2, as "primary" over uses of neighboring lines.

1. As Nielsen stated in its Initial Comments in this proceeding, no interference between uses of line 19 and its neighboring lines, or between uses of line 21, field 2, and its neighboring lines, has been demonstrated as likely, thus justifying a need for prioritizing among those uses. None of the Comments filed in this proceeding has noted a single instance of such interference occurring, or

otherwise justified prioritization among uses of neighboring lines.^{1/} Indeed, the Consumer Electronics Group of the Electronics Industry Association ("EIA/CEG") stated in this regard that

[w]e do not believe that [interference between uses of line 21 and of line 22] is likely to be a problem. . . . [L]ine 21 captioning and line 22 'special signals' have coexisted for several years; insofar as [users of the lines] are aware, line 21 captioning has experienced no interference from line 22. Further, they do not know of any reason why the potential for interference from line 22 would be increased by expanded use of line 21, field 2, as proposed in the Notice. [Similarly, the line 19 proposal] should not cause any significant disruption to anyone.

Comments of the EIA/CEG at 6-7.^{2/}

2. Similarly, Mitsubishi Consumer Electronics America, Inc.

("Mitsubishi") stated:

We feel . . . that it is not warranted and may even be detrimental to consider questions of definition, priority (except captioning) or any

^{1/} While the Association for Maximum Service Television, Inc. ("MSTV"), urged the Commission to determine whether any conflict exists between the use of line 21, field 2 and uses of line 22, it failed to support that request with any evidence indicating that such interference might occur. Comments of MSTV at 4.

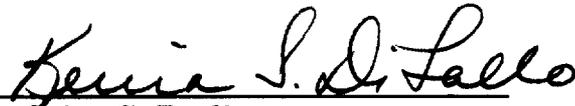
^{2/} This view also is supported by the initial comments of the WGBH Educational Foundation ("WGBH"), which stated in its Comments that, even when broadcasters inadvertently "flip" the data on line 21, field 2, with the data on line 22, no interference occurs with the visible picture. Moreover, WGBH stated that, when line 22 encoding is present, captioning data on line 21, field 2, continues to be recoverable on receivers equipped with captioning decoders. Comments of WGBH at 2.

other regulation of these potential new data services at this time.^[2]
Let the marketplace decide which service delivers the most value and
let competition flourish to try to find the right package of services
and features in the American tradition.

3. In light of these considerations, and the fact that no party filing
comments argued for, or supported adoption of, a procedure granting "priority" to
uses of lines 19, or line 21, field 2, over uses of adjacent lines,⁴ Nielsen urges the
Commission to refrain from designating uses of line 19 or 21 authorized as
"primary" over other uses of adjacent lines. The marketplace will allocate the
spectrum among competing uses in the most efficient manner.

Respectfully submitted,

A.C. NIELSEN COMPANY

By: 
Grier C. Raclin
Kevin S. DiLallo

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Dated: March 16, 1993

Its Attorneys

^{3/} It appears that Mitsubishi's reference to captioning priority is consistent with
the proposal of the Commission to retain the priority of captioning over other uses
of line 21, see NPRM at ¶¶ 5, 9, 11, and does not suggest prioritizing the use of
line 21 for captioning over other uses of other lines.

^{4/} The National Captioning Institute ("NCI") did argue that the use of line 21,
field 2, for captioning should have priority over the use of that line and field for
text, and that the use of the line for text should have priority over use of the line
for extended data services, but it did not advocate priority of uses of line 21 over
uses of adjacent lines. Comments of NCI at 2-4 and Appendix.

CERTIFICATE OF SERVICE

I, Kevin S. DiLallo, hereby certify that on this 16th day of March, 1993, a true and correct copy of the foregoing "Reply Comments of A.C. Nielsen Company" was sent by first-class mail, postage prepaid, to:

James C. McKinney
Chairman
United States Advanced Television
Systems Committee
1776 K Street, N.W.
Suite 300
Washington, D.C. 20006

and

George A. Hanover
David E. Poisson
Electronic Industries Association
Consumer Electronics Group
2001 Pennsylvania Avenue, N.W.
Washington, D.C. 20006



Kevin S. DiLallo