

receiver manufacturers are continuing to develop guidelines intended to conform with the Standard's goals. Indeed, EIA/CEMA is preparing DTV "recommended practices" aimed at addressing, for example, the Standard's noise figure. Should minimum performance levels for DTV receivers someday appear necessary, EIA will assist in the development of voluntary standards through the appropriate industry bodies.<sup>51</sup>

**VI. PROMPT ACTION BY THE COMMISSION WILL HELP ESTABLISH THE ATSC DTV STANDARD AS THE GLOBAL STANDARD FOR DIGITAL TELEVISION.**

In their comments, a number of parties noted the significant international trade implications of an expeditious endorsement of the ATSC DTV Standard. In earlier phases of this process, all involved were keenly aware of the importance of ATV for the international competitiveness of U.S. industry.<sup>52</sup> Indeed, the perceived economic threat posed by foreign domination of this new technology was such that, in 1989, eight Congressional committees held eleven sets of hearings on HDTV.<sup>53</sup> Now, having developed the world's leading DTV system, the United States is poised to reap the benefits of this technology, but only if the ATSC DTV Standard is widely accepted internationally.<sup>54</sup>

This will not happen unless and until the Standard is formally adopted by the Commission. As Zenith has explained, efforts to promote our world-leading standard around the globe are "stymied by the fact that [the ATSC DTV Standard] still has not been adopted for

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<sup>51</sup> *See also* Zenith Comments at 15.

<sup>52</sup> *See* GI Comments at 8.

<sup>53</sup> *See id.*

<sup>54</sup> *See* ATSC DTV Standard at 61-64.

terrestrial television in the U.S."<sup>55</sup> The domestic and international economic ramifications of the adoption of the ATSC DTV Standard are patently clear to the entities commenting on behalf of the U.S. government. The National Telecommunications and Information Administration emphasizes that "adoption of a digital transmission standard promises to spur the American economy in terms of manufacturing, trade, technological development and international investment -- including job growth."<sup>56</sup> However, "if we fail to act now, the window of opportunity may be closed by the threat of competing foreign standards."<sup>57</sup> The Office of Science and Technology Policy expresses a similar concern, noting that "if any other country is allowed to capitalize on the window of opportunity created by any further delay in the FCC's adoption of a digital television standard, all the global economic benefits that are now within our grasp will be quickly drawn away by foreign competitors."<sup>58</sup>

EIA and the ATV Committee therefore urge the Commission to adopt the ATSC DTV Standard as promptly as possible, and thus remove the last remaining impediment to its establishment as the world's leading digital television system.

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<sup>55</sup> Zenith Comments at 16.

<sup>56</sup> NTIA Comments at 1.

<sup>57</sup> *Id.* at 3.

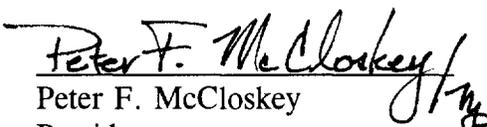
<sup>58</sup> OSTP Comments at 2.

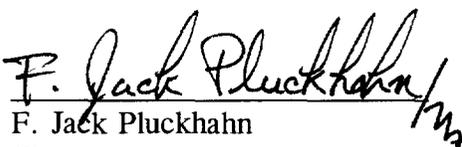
## VII. CONCLUSION

For all of the reasons set forth above and in our prior filings in this proceeding, EIA and the ATV Committee urge the Commission to reaffirm its tentative decision and expeditiously incorporate the entirety of the ATSC Digital Television Standard into its rules.

Respectfully submitted,

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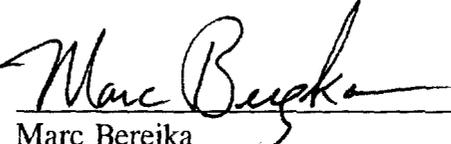
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August 12, 1996

**CERTIFICATE OF SERVICE**

I, Marc Berejka, do hereby certify that on this 12th day of August, 1996, I have caused a copy of the foregoing to be served via first class United States Mail, postage pre-paid, upon the persons listed on the attached service list.

  
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