

Under section 6.6.2.5, delete the last paragraph (beginning with "The content advisory byte...").

Under section 8.20, change the second sentence from "...the mature-content advisory bits ..." to "...the mature-content advisory or MPAA bits..." (to assure inclusion of the MPAA rating format as part of the blocking function).

If you have not sent in the original ballot yet and approve of it in this modified form, simply vote to approve on both ballots. Please return your ballot(s) to Tom Mock (fax 703-907-7693) by the comment period deadline described on that ballot.

I encourage you to approve of this revision.

The Basic group is used to define the program at the highest level. All programs that use this packet must specify one or more of these codes to define the general category of the program. Programs which may fit more than one Basic category are free to specify several of these keywords. The keyword "OTHER" is used when the program doesn't really fit into the other Basic categories. These keywords must always be specified before any of the keywords from the Detail group.

The Detail group is used to add more specific information if appropriate. These keywords are all optional and must follow the Basic keywords. Programs that may fit more than one Detail are free to specify several of these keywords. Only keywords which actually apply should be specified. If the program can not be accurately described with any of these keywords, then none of them should be sent. In this case, the keywords from the Basic group are all that are needed.

05h Program Rating

This packet ~~contains one informational character and a null that contains~~ includes two characters that contain information about the program's MPAA rating. ~~The character is non-ASCII and has b6 set to~~ and mature-content advisories. ~~The characters are non-ASCII, so b6 must always be set high~~ (b6=1). The following chart indicates the contents of the characters:

Character	b6	b5	b4	b3	b2	b1	b0
Rating	1	.	.	a0	r2	r1	r0
Advisory	1	v+	v0	s+	s0	m+	m0
Rating	1	c2	c1	c0	r2	r1	r0
Null	0	0	0	0	0	0	0



The bit a0 is used to indicate whether or not the content advisory character is used or applies to the program. A value of "1" indicates that the advisory character does apply and a value of "0" indicates that the content advisory character does not apply.

~~The second character of the packet contains nulls.~~ Three bits r0 - r2 are used to encode the motion picture rating if used.

r2	r1	r0	Rating
0	0	0	N/A
0	0	1	"G"
0	1	0	"PG"
0	1	1	"PG-13"
1	0	0	"R"
1	0	1	"NC-17"

1 1 0 "X"
 1 1 1 Not Rated

A distinction is made between N/A and Not Rated. When all zeros are specified (N/A) it means that motion picture ratings are not applicable to this program, (e.g., made for TV movies). When all ones are used (Not Rated) it indicates a motion picture that did not receive a rating for a variety of possible reasons. ~~The remaining~~

~~three bits c0 - c2 are reserved for program content advisories.~~

reserved
 Bits b5 - b0 in the second character are ~~used~~ to indicate a program's mature-content advisories. ~~This character provides for three categories of mature content, each with four levels. The degree of content increases as the advisory level number increases in any given category. Bits v1 - v0 are used to convey information about any violent content in the program, s1 - s0 are used to provide information regarding any sexual content in the program, and the bits m1 - m0 are used to provide information about any mature content in the program.~~

<u>v1</u>	<u>v0</u>	<u>Advisory level</u>	<u>s1</u>	<u>s0</u>	<u>Advisory level</u>	<u>m1</u>	<u>m0</u>	<u>Advisory level</u>
<u>0</u>	<u>0</u>	<u>No violent content</u>	<u>0</u>	<u>0</u>	<u>No sexual content</u>	<u>0</u>	<u>0</u>	<u>No mature content</u>
<u>0</u>	<u>1</u>	<u>V1</u>	<u>0</u>	<u>1</u>	<u>S1</u>	<u>0</u>	<u>1</u>	<u>M1</u>
<u>1</u>	<u>0</u>	<u>V2</u>	<u>1</u>	<u>0</u>	<u>S2</u>	<u>1</u>	<u>0</u>	<u>M2</u>
<u>1</u>	<u>1</u>	<u>V3</u>	<u>1</u>	<u>1</u>	<u>S3</u>	<u>1</u>	<u>1</u>	<u>M3</u>

3. Program one-time EXDS parameters such as Network Name or station Call Letters as appropriate.
4. Program other EXDS parameters as explained in following sections.
5. Disable redundant byte doubling for field 2.
6. Disable zero length packets (sometimes used for delays) for field 2.
7. Set field 2 Text bandwidth limit as described in 10.7.2.

6.6.2.2 Program Identification Number (scheduled start time)

When used in the Current Class this packet will primarily be used by VCRs to allow recording of delayed, or overtime events. Separate ID numbers should not be given to commercials or ads unless they are scheduled as programs. The ID number should be placed as close as possible to the start of a new program. It is the actual receipt of a new ID number that will cause a VCR to stop recording the previous show.

When used in the Future class, this packet serves (along with the channel) as the index number for all data about a given show. It will be common for separate programs on separate channels to have the same ID number. The receiver will link the channel number (where the data was found) with the ID number to identify separate programs with the same ID number.

When used in the Current Class, if the most recently received program ID is different than the current program ID, all information about the current program should automatically be erased. The receiver is then ready to acquire new information about the new program.

6.6.2.3 Length / Time-in-Show

This packet should indicate the length of the scheduled time slot regardless of the actual length of the show. The Time-in-show should indicate the elapsed time since the beginning of the show.

6.6.2.4 Program Title

This packet should be used to indicate the actual program or series name, not the episode name. The name may be up to 32 characters, but should be kept under 22 characters to save transmission overhead.

The program title should be kept as short as possible to ensure a high repetition rate. Do not pad the name to fill the entire 32 character buffer.

→ 6.6.2.5 Program Rating

Bits 0-2 of the first byte of this packet carry information about the MPA rating of the program while bit 3 indicates whether the second byte carries any relevant information about the program's content. This first

byte is included in the Composite 1 packet and can be used to determine whether the second byte should be processed.

The MPAA designations should only be used for programs that have been labeled as such by the MPAA. The N/R designation would only for a motion picture (or version of a motion picture) not The N/A (Not Applicable) in the ratings category should be used by all programs that would not normally be rated by the MPAA. The N/R designation would apply only for a motion picture (or version of a motion picture) The MPAA designations should only be used for programs that have been labeled as such by the MPAA, not rated by the MPAA (Motion Picture Association of America).

The content advisory byte should include the appropriate information for each of the mature-content categories defined. The bits for any category in which there is No Content should be set to zero.

6.6.2.6 Program Description row 1 to row 8

Each row may contain up to 32 characters. Do not pad each row to fill remaining space.

The first description line should generally be used to indicate the episode name if available. Generally, the most important information, such as the episode name, should be in the first row. Some receivers may display less than all eight rows of this data. A change in any Current Class Program Description row is interpreted by EXDS receivers as the start of a new current program. All previously received current program information will normally be discarded in this case.

6.6.2.7 Network Name (affiliation)

The network name should be kept short and should always be consistent. Standard letter abbreviations are the preferred method. Network names longer than 18 characters should be avoided due to additional overhead that is used, thereby slowing the repetition rate.

6.6.2.8 Call Letters (Station ID) and Native Channel

This packet should be used only for standard four (or three) letter FCC call letters. Cable programming channels should use the Network Name packet. If there are more than 4 characters in the call letters, the station must truncate to four characters. Substituting another acronym for the call letters ("TV10", etc.) is acceptable.

A station may choose to include the native channel number to indicate the designated VHF/UHF channel assignment when that station is carried on a different channel by CATV companies.

6.6.2.9 Tape Delay

CC-2	1	2	Special use only, no expected general use
CC-3	2	1	Preferred data channel for any secondary caption service, such as second language or easy-reader level (slower reading rate and/or less complex linguistics than CC-1)
CC-4	2	2	Special use only, no expected general use
T-1	1	1	Primary Text Mode service
T-2	1	2	Text Mode, service #2
T-3	2	1	Text Mode, service #3
T-4	2	2	Text Mode, service #4

8.19 FLASHING UNDERLINE (PREFERRED)

When the Flash On command is used to make underlined text flash, decoders may either cause only the characters to flash or both the character and underline to flash. Neither method is preferred over the other.

8.20 VIEWER CONTROL BY XDS PROGRAM RATING

*OFMPAA
λ* Receivers may be designed which act on the XDS Program Rating by informing consumers appropriately or by blocking selected program content. If the receiver is designed with a blocking feature based on the mature-content advisory bits of the XDS Program Rating packet (see Section 6.5.1), the following actions are mandatory.

When the blocking mechanism is triggered in accordance with the content advisory levels selected by the user, the receiver should do all of the following:

- mute the program audio
- render the video black or otherwise indecipherable
- eliminate program-related captions

The receiver must display information relevant to the action taken and may optionally display other XDS data.

8.21 DISPLAY ENABLE/DISABLE LOGIC AND TIMING (MANDATORY)

Decoders should automatically enable the display of captions or other text in response to the presence of valid data on line 21. The minimum time for the display to be enabled is 12 frames (0.40 seconds); the maximum time is 18 frames (0.60 seconds). When the decoder is first turned on, or after the display has been disabled, it will not be enabled until the appropriate number (n) of consecutive frames have been received in which both data bytes pass the check for odd parity. If, while accumulating the n frames, a frame occurs in which no data is detected or in which one or more data bytes have even parity, the count of consecutive frames will be

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Attached is a revision to EIA-608, designated as EIA-744.
Also attached is CEB2, an EIA recommended practice that provides further guidance on how TV manufactures should implement program blocking. Both of these documents were approved by EIA committee R4 on September 23, 1997

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FOREWORD

This document is a proposed amendment to EIA-608 to include this information in a new Extended Data Service (XDS) packet. It also serves as an EIA standard.

It is expected that this document is read in conjunction with EIA-608A as if it were in section 6.5.1 of the latest edition.

EIA-744, Transport of Content Advisory Information using Extended Data Service (XDS)

The following shall be read as if it replaces existing section 6.5.1 Current Class information concerning Program Rating, 05h, in the latest edition of EIA 608.

05h Program Rating

This packet includes two characters that contain information about the program's MPAA rating and the TV Parental Guidelines. These two systems are mutually exclusive, so if one is included the other shall not be. Bit 6 of both characters shall be set high. The following chart indicates the contents of the characters:

Character	b6	b5	b4	b3	b2	b1	b0
MPAA Rating	1	D	a1	a0	r2	r1	r0
TV Parental Guidelines	1	(F)V	S	L	g2	g1	g0

The three bits r0-r2 are used to encode the MPAA picture rating if used.

r2	r1	r0	Rating
0	0	0	N/A
0	0	1	"G"
0	1	0	"PG"
0	1	1	"PG-13"
1	0	0	"R"
1	0	1	"NC-17"
1	1	0	"X"
1	1	1	Not Rated

A distinction is made between N/A and Not Rated. When all zeros are specified (N/A) it means that motion picture ratings are not applicable to this program (e.g. programs with TV Parental Guidelines). When all ones are used (Not Rated) it indicates a motion picture that did not receive a rating for a variety of possible reasons.

Bits a0 and a1 are used to indicate which of three ratings systems are in use, the following table defines the combinations.

a1	a0	System	Name
0	0	0	MPAA (no TV rating)
0	1	1	TV Parental Guidelines (no MPAA rating)
1	0	2	MPAA (no TV rating) ¹
1	1	3	Non-U.S. NTSC system ²

¹ This system (2) has been provided for backward compatibility with existing ANSI/EIA-608A.

² For example, the Canadian system under development.

Bits g0-g2 in the second character are used to indicate the TV Parental Guidelines if used.

g2	g1	g0	Rating	FV	V	S	L	D
0	0	0	None*					
0	0	1	"TV-Y"					
0	1	0	"TV-Y7"	X				
0	1	1	"TV-G"					
1	0	0	"TV-PG"		X	X	X	X
1	0	1	"TV-14"		X	X	X	X
1	1	0	"TV-MA"		X	X	X	
1	1	1	None*					

* No blocking is intended per the program rating criteria.

Bits (F)V, S, L, and D may be included in some combinations with bits g0-g2. Only combinations indicated by an X in the above table are allowed. Note that when the guideline category is TV-Y7 then the V bit shall be the FV bit.

- FV** - Fantasy Violence
- V** - Violence
- S** - Sexual Situations
- L** - Adult Language
- D** - Sexually Suggestive Dialog

Definition of symbols for the preceding table (informative):

TV-Y All Children. *This program is designed to be appropriate for all children. Whether animated or live-action, the themes and elements in this program are specifically designed for a very young audience, including children from ages 2-6. This program is not expected to frighten younger children.*

TV-Y7 Directed to Older Children. *This program is designed for children age 7 and above. It may be more appropriate for children who have acquired the developmental skills needed to distinguish between make-believe and reality. Themes and elements in this program may include mild fantasy violence or comedic violence, or may frighten children under the age of 7. Therefore, parents may wish to consider the suitability of this program for their very young children. Note: For those programs where fantasy violence may be more intense or more combative than other programs in this category, such programs will be designated TV-Y7-FV.*

The following categories apply to programs designed for the entire audience:

TV-G General Audience. *Most parents would find this program suitable for all ages.* Although this rating does not signify a program designed specifically for children, most parents may let younger children watch this program unattended. It contains little or no violence, no strong language and little or no sexual dialogue or situations.

TV-PG Parental Guidance Suggested. *This program contains material that parents may find unsuitable for younger children.* Many parents may want to watch it with their younger children. The theme itself may call for parental guidance and/or the program contains one or more of the following: moderate violence (V), some sexual situations (S), infrequent coarse language (L), or some suggestive dialogue (D).

TV-14 Parents Strongly Cautioned. *This program contains some material that many parents would find unsuitable for children under 14 years of age.* Parents are strongly urged to exercise greater care in monitoring this program and are cautioned against letting children under the age of 14 watch unattended. This program contains one or more of the following: intense violence (V), intense sexual situations (S), strong coarse language (L), or intensely suggestive dialogue (D).

TV-MA Mature Audience Only. *This program is specifically designed to be viewed by adults and therefore may be unsuitable for children under 17.* This program contains one or more of the following: graphic violence (V), explicit sexual activity (S), or crude indecent language (L).

All program content analysis is the function of parties involved in program production or distribution. No precise criteria for establishing content ratings or advisories are given or implied in this section. The characters are provided for the convenience of consumers in the implementation of a parental viewing control system.

This packet shall have a high repetition rate.

The data within this packet should be cleared or updated upon a change of the information contained in the Current Class Program Identification Number and/or Program Name packets.

The data within this packet shall not change during the course of a program, which shall be construed to include program segments, commercials, promotions, station identifications et al.

FOREWORD

This document is intended to provide guidance for Extended Data Service (XDS) decoder manufacturers utilizing the Program Rating (Content Advisory) packet. This packet has a current class type code 05h and is described in detail in EIA-744 or the latest edition of EIA-608, when adopted.

CEB2, Recommended Practice for the Content Advisory Extended Data Service (XDS) Packet

1 Channel Blocking

Channel blocking should occur as soon as a Program Rating packet with the appropriate Content Advisory or MPAA rating level is received.

Note: Throughout this document, program or channel blocking is described as a receiver performing all of the following:

- Muting the program audio
- Rendering the video black or otherwise indecipherable
- Eliminating program-related captions

2 Default State

The default state of a receiver should not block a channel. In other words, when a receiver first tunes to a new channel, the channel should not be blocked until a valid Program Rating packet is received. Once a Program Rating packet is received, the receiver can determine if channel blocking should take place based on the Content Advisory or MPAA rating level selected by the viewer. If no packet is received, then the channel is never blocked.

3 Receiver Indication

Once a program is blocked, the receiver should indicate to the viewer that Content Advisory blocking has occurred via an appropriate on screen display message. The receiver may use additional XDS data to display other information, such as program length, title, etc., if available.

4 Cessation

Channel blocking should cease under the following conditions:

- If the channel is changed.
- If a Program Rating packet is received which contains an acceptable advisory level.
- If no Program Rating packet is received for 5 seconds.
- If a "none" rating is received.

5 Picture-In-Picture (PIP)

If a receiver has the ability to decode the line 21 XDS information for the Picture-In-Picture (PIP) video signal, then it should block the PIP channel based on the Content Advisory or MPAA rating level selected by the viewer. If the receiver does not have the ability to decode PIP line 21 XDS data, then it should block or otherwise disable the PIP if the viewer has enabled Content Advisory blocking (i.e. selected channel blocking for any Content Advisory or MPAA rating level). It is realized that disabling the PIP is

not a desirable solution for receiver manufacturers; however, this appears to be the only valid solution for allowing Content Advisory information to be a useful feature.

6 Auxiliary Input

If a receiver has the ability to decode line 21 XDS information for the Auxiliary Inputs, then it should block the inputs based on the Content Advisory or MPAA rating level selected by the viewer. If the receiver does not have the ability to decode the Auxiliary Input line 21 XDS information, then it should block or otherwise disable the Auxiliary Inputs if the viewer has enabled Content Advisory blocking. Once again, this appears to be the only valid solution for allowing Content Advisory information to be a useful feature.