



Advanced Television Systems Committee

March 29, 2011

*Via Electronic Filing*

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
Office of the Secretary  
445 12th Street, SW  
Washington, D.C. 20554

Re: Ex Parte Notice, Docket No. MB 10-235

Dear Ms. Dortch:

Pursuant to 47 C.F.R. § 1.1200, *et seq.*, the Advanced Television Systems Committee (“ATSC”) hereby notifies the Federal Communications Commission (“Commission”) of the following ex parte communication in the above-referenced proceeding. On March 25, 2011, Mark Richer of ATSC, and Jay Adrick and Evan Morris of Harris Corporation (“Harris”) met with William Lake, Barbara Kreisman, and Kevin Harding of the Media Bureau, and Alan Stillwell of the Office of Engineering and Technology. A copy of ATSC’s presentation has been filed concurrently with this Ex Parte Notice and provided via e-mail to the aforementioned members of the Commission. At the request of the meeting attendees ATSC has also filed its interim report on 3D television broadcasting. Harris has filed a separate Ex Parte Notice in this proceeding.

ATSC’s presentation focused on the flexibility and continual development of the ATSC suite of standards. In particular, the presentation focused on the ATSC digital television (“DTV”) Standard (A/53); the ATSC Mobile DTV Standard A/153; the development of the ATSC 2.0 suite of standards; and the start of ATSC’s work on the Next Generation Broadcast Television Standard. ATSC’s current suite of standards provides the flexibility for broadcasters to add new applications and functionality while maintaining backwards compatibility. This flexibility is crucial to broadcasters in order to allow them to offer new innovative services and to viewers in order to provide them with the ability to continue to use their legacy reception devices and, at a minimum, maintain their current level of broadcast television service.

In its presentation ATSC also discussed new capabilities currently being added to the existing suite of ATSC standards and its new suites of standards, known as ATSC 2.0 and Next Generation Broadcasting Television. ATSC is currently working on standards to support non-real time services (“NRT”) and 3D television broadcasting. In addition, ATSC 2.0 will be a complete suite of new services for the conventional fixed DTV receiver and ATSC’s Next Generation Broadcasting Television Standard will be a complete overhaul of the existing suite of ATSC standards. ATSC is currently exploring



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potential technologies to be used to define a new/future terrestrial broadcast digital television standard.

In summary, ATSC made the following points during the ex parte meeting:

1. ATSC is the organization focused on the advancement of terrestrial broadcast technology. Current implementation of the A/153 Standard is laying the ground work for deploying a host of new innovative capabilities, such as NRT and 3D television broadcasting. Efforts such as ATSC 2.0 and Next Generation Broadcasting Television are either already underway or just about to commence.
2. The ATSC DTV Standard has proven to be a highly flexible system that supports backwards capability. This flexibility is beneficial to broadcasters by providing them with the ability to offer new innovative services and to viewers by allowing them to continue to use legacy reception devices.
3. Over the next year ATSC will be focusing its efforts on the development of ATSC 2.0 and Next Generation Broadcast Television. The worst thing the Commission could do in the instant proceeding is base its decisions on the broadcast technology of today and not take into account the spectrum needed to also support the broadcast technology of tomorrow.

ATSC looks forward to keeping the Commission informed on technological developments and advances in the broadcast industry. ATSC will continue to provide periodic updates to the Commission on the scope and progression of its work on its current suite of standards, ATSC 2.0, and Next Generation Broadcasting Television.

Respectfully submitted,

Mark Richer  
President, Advanced Television Systems Committee

*Attachments (1)*

CC (via electronic mail):

William Lake, Bureau Chief, Media Bureau  
Barbara Kreisman, Division Chief, Video Division, Media Bureau  
Kevin Harding, Associate Division Chief, Video Division, Media Bureau  
Alan Stillwell, Deputy Chief, Office of Engineering and Technology