

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)	
)	
Implementation of the Commercial Advertisement)	MB Docket No. 11-93
Loudness Mitigation (CALM) Act)	
)	

**REPLY COMMENTS OF
THE ADVANCED TELEVISION SYSTEMS COMMITTEE, INC.**

The Advanced Television Systems Committee, Inc. (“ATSC”)¹ is pleased to submit these Reply Comments to the Federal Communications Commission (“Commission”) for consideration in connection with the above-referenced docket.² To be sure, the ATSC is an interested party as a result of its key involvement in the development of the ATSC DTV Standard (A/53) adopted by the Commission as the standard for digital television broadcasting and, particularly noteworthy for this proceeding, its leadership in developing the “ATSC Recommended Practice: Techniques for Establishing and Maintaining Audio Loudness for Digital Television” (hereinafter, “ATSC A/85”) mandated in the Commercial Advertisement Loudness Mitigation (“CALM”) Act.

I. Status of ATSC A/85

The ATSC approved ATSC A/85 on November 4, 2009. On May 25, 2011, the ATSC membership approved an updated version of ATSC A/85, which now includes Annex J:

¹ 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 ATSC creates and fosters implementation of voluntary Standards, Recommended Practices, and Technology Group Reports to advance terrestrial digital television broadcasting, and to facilitate interoperability with other media. The ATSC developed the ATSC Digital Television Standard, most of which the Commission adopted as its DTV broadcast standard in 1996.

² MB Docket No. 11-93, *Implementation of the Commercial Advertisement Loudness Mitigation (CALM) Act*, DA 11-1205, Order (rel. July 18, 2011) (extending the date for filing reply comments to August 1, 2011).

“Requirements for Establishing and Maintaining Audio Loudness of Commercial Advertising in Digital Television,” suitable for the Commission’s citation in its rules per the CALM Act.³

On July 25, 2011, ATSC members voted to approve “Requirements for Establishing and Maintaining Audio Loudness of Commercial Advertising in Digital Television When Using Non-AC-3 Audio Codecs” as Annex K of ATSC A/85, also suitable for inclusion in the Commission’s rules.⁴ Annex K complements ATSC A/85’s Annex J, which specifies AC-3 commercial audio loudness requirements.⁵ ATSC Recommended Practice A/85:2011, July 25, 2011, is the successor document to Recommended Practice A/85:2011, May 25, 2011. ATSC A/85 is available on the ATSC website, www.atsc.org.

II. Significance of ATSC A/85

The ATSC is proud of its pioneering work in the area of audio loudness control and notes its serious responsibility that the CALM Act mandates the relevant core technology of ATSC A/85 as adopted and updated by its members. ATSC A/85 is at the heart of the CALM Act and, as shown by the recent updates to ATSC A/85 to address both AC-3 and non-AC-3 audio technologies, the ATSC continues to play a pivotal role.

In its comments, the National Association of Broadcasters⁶ cites the important role of the ATSC in working with the television industry “to address technical and operational aspects” of implementing the requirements of the CALM Act. Entities employing non-AC-3 audio technologies also recognize the significance of the ATSC’s work. DIRECTV anticipated clear

³ *Implementation of the Commercial Advertisement Loudness Mitigation (CALM) Act*, 26 FCC Rcd 8281, n.2 (2011) (“NPRM”).

⁴ NPRM ¶ 27.

⁵ MB Docket No. 11-93, *ATSC Approves Successor to Its “A/85 Recommended Practice*, Public Notice (July 26, 2011).

⁶ NAB Comments at 2.

and useful guidance for loudness levels in Annex K, stating: “Applying that guidance, DIRECTV does not anticipate significant issue in measuring and setting loudness levels for such (non-AC-3) programming, including legacy content.”⁷

III. Successor Documents to ATSC A/85

As requested,⁸ the ATSC will notify the Commission whenever a successor to ATSC A/85 is approved. Some commenters, such as AT&T, raise concerns about “providing notice and comment before incorporating a successor to ATSC A/85 in the Commission’s rules.”⁹ The ATSC views the newly adopted Annexes J and K, developed consistent with the ATSC’s open-standards process, as providing the necessary foundation for Commission rules governing implementation of the CALM Act going forward. Further, while it is difficult to predict if or whether further revisions to ATSC A/85 will be needed in the future, the ATSC welcomes all interested parties to participate in its work.

CONCLUSION

The ATSC appreciates the endorsement of its work on audio loudness management expressed by the U.S. Congress and the respondents to the Commission’s NPRM in this matter. ATSC A/85 is just one example of the ATSC’s strong industry-leading role in addressing the evolving needs of broadcasters and multichannel video programming distributors alike, and especially the desires of U.S. television viewers. As the lead organization for developing new standards and recommended practices for TV broadcasting, from mobile digital TV and 3D

⁷ DIRECTV Comments at ii.

⁸ NPRM ¶ 13.

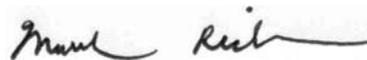
⁹ AT&T Comments at 14.

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technologies to backwards-compatible “ATSC 2.0” enhancements to digital TV broadcasting,

ATSC is committed to continually improving the digital television experience.

Respectfully submitted,



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