



Advanced Television Systems Committee

Liaison Statement to the Open Mobile Alliance March 16, 2009

Background

The Advanced Television Systems Committee is an international, non-profit organization developing voluntary standards for digital television. ATSC creates and fosters implementation of Standards and Recommended Practices to advance terrestrial digital television broadcasting, and to facilitate interoperability with other media.

ATSC is in the process of developing a standard for broadcasting services to mobile and handheld receivers. The ATSC Mobile DTV standard maintains backwards compatibility with existing systems by using a portion of the ~19.39 Mbps 8-VSB payload for mobile applications, while the remainder is available for high definition (HDTV) and/or multiple standard definition (SDTV) television services. The ATSC Mobile DTV system is a dual-stream system—the service multiplex for existing digital television services and the Mobile DTV service multiplex for one or more mobile, pedestrian and handheld services. In December 2008, the ATSC Mobile DTV specification (A/153) was elevated to Candidate Standard. The A/153 Candidate Standard can be found at: http://www.atsc.org/standards/candidate_standards.php

ATSC has chosen to use components of the OMA Mobile Broadcast Services (BCAST) Enabler within A/153, including the BCAST Service Guide. ATSC recognizes that BCAST was designed to be adaptable to various broadcast bearers and markets, and that one of the areas of adaptation for the Service Guide is parental ratings. ATSC is aware that the BCAST Working Group has defined many parental rating systems in Release 1.0 of the enabler, and has created a public registration for additional rating systems through OMNA. The ATSC has reviewed the parental rating systems already registered and has determined that none are a match to our requirements.

Requested Action(s)

ATSC kindly asks the BCAST Working Group to approve the registration of an ATSC Mobile DTV parental rating system within the OMA BCAST Parental Rating System Registry. We intend to specify the use of this rating system within the Announcement Channel (A/153, Part 4). The Announcement Channel is a BCAST Service Guide delivered over the A/153 broadcast bearer. ATSC intends to specify the “rating_value(s)” for the A/153 “rating_type” based on Table 1 in Section 3.1 of ANSI/CEA-766. This will be available in a future update to A/153, Part 4, pending approval of the requested parental rating system.