

TVTRR

TV Technical Regulatory Rundown

Presented to



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Old Chinese Proverb

- *"May you live in interesting times"*
- *"May you come to the attention of those in authority" (the Government)*
- *"May you find what you are looking for"*

Topics

- Calm Act & Regulation
- 7 & 13 GHz BAS Sharing
- Accessibility
 - Video Description
 - IP Captioning
 - Accessible Emergency Info
- Spectrum - Incentive Auction NPRM
- Q&A

Calm Act

- Commercial Advertisement Loudness Mitigation (CALM) Act – Dec 2010
- Required use of ATSC A/85
- FCC adopted Rules in Dec 2011
- Take effect on Dec 13, 2012



Calm Act



- Programmers must use A/85 to technically manage loudness so that commercials are not objectionably louder than adjacent programming.
- Compliance requires use of equipment that can directly measure loudness per ITU BS.1771.
- Loudness = Dialnorm.

Calm Act



- Match the loudness of locally-inserted commercials to that of the program.
- So long as stations do this in a commercially reasonable manner, stations are “deemed in compliance” with rules.

Calm Act



- Safe Harbor
- For commercials embedded in network or other programming stations can rely on certifications (which must be widely available) from networks and program suppliers that their ads comply with the CALM Act rules.

Calm Act



- Uncertified Programming
- Spot Check
- Larger Stations (>\$14M in CY 2011)
 - Check 100% of upstream uncertified programming annually for two years.
 - The first spot checks must be completed by December 13, 2013.
- No spot check for small stations (<\$14M)

Calm Act



- Spot Check
- Monitor 24 hrs of programming with an audio loudness meter using A/85 techniques.
- Review data to detect any commercials transmitted in violation of A/85.
- SCTE working on an RP – due Fall 2012.

Calm Act



- Counsel Memo
 - <http://www.nab.org/advocacy/counselMemos.asp>
- Engineering Best Practices
 - <http://www.nab.org/resources/technology.asp>

7 & 13 GHz BAS Sharing

- On August 9, 2011, adopted FCC rules allowing part 101 Fixed-Service Point-to-Point microwave (FS) to share 7 & 13 GHz BAS bands.
- To provide more back-haul spectrum.
- 6875-7125 MHz (7 GHz) & 12700-13200 MHz (13 GHz) bands.
- STLs & TV pick-up (ENG).

7 & 13 GHz BAS Sharing

- New rules took effect on Oct 27, 2011.
 - Part 101 users already filing applications.
- PCNs - NAB, SBE & NSMA working on coordination RP.
- New rules require B'casters to “register” their RO sites in the ULS.
- FCC to issue Pub. Notice establishing registration deadline.

7 & 13 GHz BAS Sharing

- ACTION ITEM!
 - Register you RO sites.
 - Check accuracy of your licenses in ULS.
 - END POINTS, contact info, addresses, etc.
- http://wireless2.fcc.gov/UlsApp/UlsSearch/searchFacility.jsp;JSESSIONID_ULSSEARCH=Z1mqPMfPRH8dG8yr9jqLK05GDLwSksGnXGQJ5zNCCJKf2hx6Bjr5!-965973392!-374288259

Accessibility

- Twenty-First Century Communications and Video Accessibility Act of 2010 (“CVAA”)
- Passed by Congress on Oct 8, 2010
- Required b’casters, video programmers & distributors, CE manufactures and others to ensure that persons with disabilities can access communications, entertainment and media.

Accessibility - Video Description

- As of July 1, 2012, full-power affiliates of top 4 nat'l nets (ABC, CBS, Fox, and NBC)
- In the top 25 DMAs (Jan 1, 2011 Nielsen ratings)
- Must provide 50 hrs/Qtr (about 4 hrs/week) of VD for prime time and/or children's programming.
- Must pass-through if "technically capable"
- Mobile DTV - October 8, 2013

Accessibility - IP Captioning

- On January 12, 2012, the FCC adopted rules requiring captioned programs shown on TV to be captioned when re-shown on the Internet.
- Full programs only – Not clips

Accessibility - IP Captioning

- Starting September 30, 2012
 - Pre-recorded Programming.
 - Not edited for Internet (commercials don't count).
 - Newly added to a distributor's Internet program inventory.
- By March 30, 2013
 - Live or near-live (e.g. live streaming news).
 - Near-live is defined as programming performed & recorded less than 24 hours before airing on TV for the first time.

Accessibility - IP Captioning

- September 30, 2013
 - pre-recorded programming substantially edited for IP distribution.
- Archived programming
 - Compliance dates going out to March 2016.
- Action items
 - Make sure “click-thrus” work.
 - For live streaming – TBD.
 - Talk to your CDNs and Web contractors.

Accessibility – Emergency Info

- By ~April 2013 FCC must:
 - Identify methods to convey emergency information in a manner accessible to individuals who are blind or visually impaired.
 - Promulgate regulations requiring video programming providers, distributors and owners to convey such emergency information in a manner accessible to individuals who are blind or visually impaired.

Accessibility – Emergency Info

- MAKE CRAWLS TALK!
- Action Item.
 - Start thinking about how you will implement a second audio stream (service).
 - Gotcha? – you may now be “technically capable” to pass-through Video Descriptions.

Incentive Auction NPRM

- NPRM adopted on September 28, 2012.
- Item is 205 pages + one attachment. Attachment is a report on “Incentive auction design” by outside consulting firm.
- Comments are December 21, 2012 (or 60 days after pub’d in the Federal Register).

Incentive Auction NPRM

- Asks questions about:
 - Auction Design
 - Reverse Auction Participation
 - Repacking
 - 600 MHz Band Plan
 - Unlicensed Use of Spectrum
 - Transition

Incentive Auction Model

Broadcasters

FCC

Wireless

**Reverse
Auction**

(Broadcaster
bids)

Repacking

(Wireless
bids)

**Forward
Auction**

Repacking

- FCC asked how to implement Congress’s mandate to make “all reasonable efforts” to preserve the “coverage area and population served” of TV stations as of the date of enactment of the Spectrum Act.
- “...we propose to interpret “coverage area” to mean a full power television station’s “service area” as defined in the Commission’s rules...”
- Seek comments on approaches to preserving population served.

600 MHz Band Plan

- FCC proposed band plan for reclaimed broadcast TV spectrum.
- Contemplates 5 MHz paired blocks for wireless starting at Channel 51 (698 MHz) expanding downward.
 - e.g. 51 paired w/ 36; 50 w/ 35 etc.
- Seeks comment on establishing min 6 MHz guard bands between mobile brbnd & broadcast for possible unlicensed use.
- Seek comments of other band plans.

Thanks!



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