

# TVTRR TV Technical Regulatory Rundown

Presented to





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Kelly T. Williams
Sr. Director of Engineering & Technology Policy
National Association of Broadcasters



#### 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



- 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







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







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





- 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.





- 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)</li>





- 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.







- 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/sea



### 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-recoded 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.

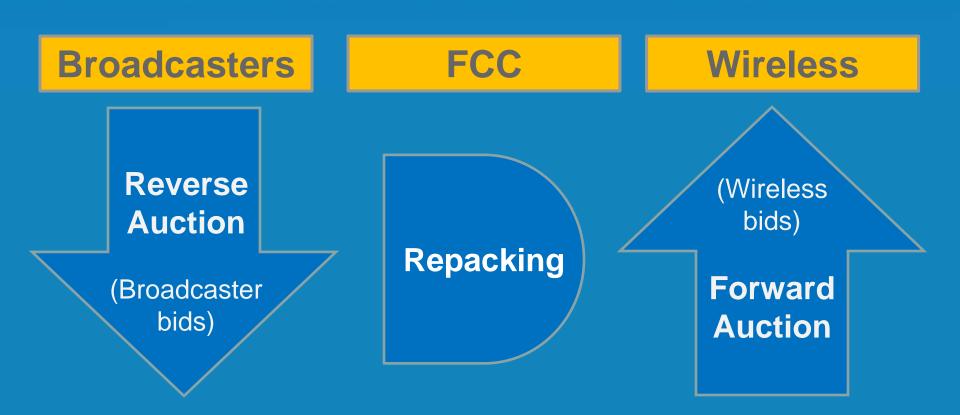


#### Incentive Auction NPRM

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



#### Incentive Auction Model





#### Repacking

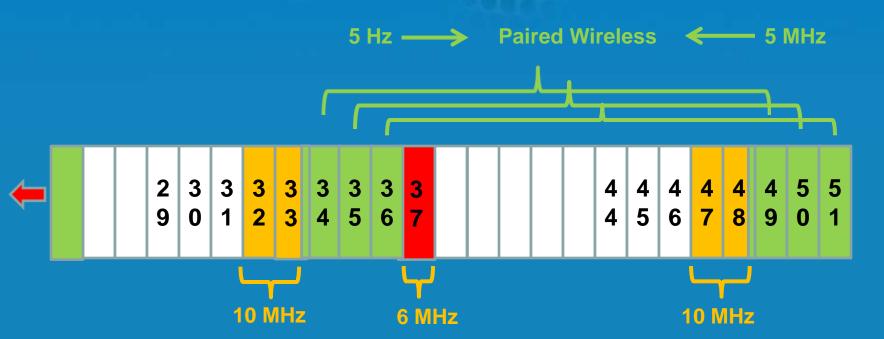
- FCC asked how to implement Congress's mandate to make "all reasonable efforts" to preserve the "coverage area and population served" of TV stations as of the date of enactment of the Spectrum Act.
- "...we propose to interpret "coverage area" to mean a full power television station's "service area" 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.





- TV channel Channels
- Wireless allocation
- Unlicensed allocation

#### Example:

If FCC reclaims 66 MHz (10 TV + Ch. 37)

- 40 MHz will be allocated to Wireless (two 20 MHz paired spectrum blocks
- 26 MHz for Unlicensed services

Note: Both channel 33 and 48 are divided between wireless (2 MHz) and unlicensed (4 MHz)



## Thanks!



Kelly T. Williams

Sr. Director of Engineering & Technology Policy

NAB Technology Department

kwilliams@nab.org