ATSC Standard vs. Computer Companies' Scheme
A Comparison

	ATSC UNIVERSAL DIGITAL TELEVISION STANDARD	COMPUTER COMPANIES' TELEVISION PROPOSAL
ORIGIN	Developed at the urging of the FCC and worthy of adoption on its merits.	Attempts to redefine the standard at the last minute.
PROCESS	Developed in nine-year open process involving broadcasters, Hollywood, cable, computer interests and receiver manufacturers.	An 11th-hour "quickie" plan cobbled together without participation of broadcasters, cable or receiver manufacturers.
PARTICIPANTS	Represents a consensus of the best minds from the TV broadcast community, cable service providers, cable hardware developers, TV receiver and production equipment manufacturers, the computer industry and academia.	Developed by a handful of computer companies and some Hollywood groups. No evidence of consensus for this plan, even within the computer industry.
RESULTS	Primary goal is to ensure the highest quality, lowest-cost service and programming available to all U.S. consumers via free over-the-air television.	Inflexible system that is more expensive to the consumer, and serves the interests of computer manufacturers and fee-based computer services.
TESTING	Fully developed, documented, and lab- and field-tested. It works.	Untried, untested.
IMPLEMEN-TATION	Manufacturers are primed for production as soon as the standard is adopted by the FCC, thereby ensuring the quickest return of analog TV spectrum to the government.	Is years away from being potentially considered for adoption, because it has not been tested and evaluated. This delay would put broadcasters behind international competitors in digital video transmission. Any delay represents a threat to the success of a U.S.-developed digital broadcast system.
FORMAT	Supports both interlaced and progressive scanning.	Only supports the progressive format.
STANDARDS	Works with MPEG, ITU and basis for DAVIC 1.2 digital video standards.	Doesn't work with any existing standard.

	ATSC UNIVERSAL DIGITAL TELEVISION STANDARD	COMPUTER COMPANIES' TELEVISION PROPOSAL
INTEROPER-ABILITY	Ensures great forward and backward compatibility and interoperability with computers and other telecommunications.	Compatible with future productions based on its standard; designed exclusively for computers. Makes no attempt to provide interoperability with other video technology.
COST	Full product line of set-top boxes available in $349-$700 range (retail). All HDTV compatible.	SDTV-only set-top box available, estimated at $649 (retail).
HDTV	Provides for both standard definition TV and HDTV, allowing for improved service to consumers, as well as continued use of existing equipment. Allows quick saturation of HDTV market with receivers that will drop rapidly in price as mass availability occurs.	Has no proven capability or even a viable concept for incorporating HDTV. Similar approach in Europe and elsewhere have been abandoned as too complex and technically inefficient.
COMPATI-BILITY	This system accommodates, without signal degradation, all other digital television systems. These systems use interlaced scanning exclusively. These include satellite, cable, multichannel multipoint distribution systems, digital video discs and telco video.	This progressive-only format can significantly reduce the quality and/or multiprogram availability of interlaced program services (cable, satellite, teleco, and home playback devices).
FLEXIBILITY	Fully flexible to most transmission and production systems, and to archived video and film material. Handles three basic formats (480-720-1080 lines) plus ancillary data capacity.	One basic format (480 lines) implemented immediately. Everything else, including video data transmission, has to battle for inclusion at some future unspecified date.