



PUBLIC NOTICE

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET N.W.
WASHINGTON, D.C. 20554

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December 6, 1995

SCHEDULE FOR EN BANC HEARING ADVANCED TELEVISION PROCEEDING

The schedule for the Federal Communications Commission's December 12, 1995, en banc hearing on Advanced Television, MM Docket No. 87-268, is as follows:

- 8:30 - 8:45 am - Opening remarks from the Commission
- 8:45 - 10:15 am - Commercial Opportunities of Digital Broadcast

The transition to digital broadcast is fraught with risk and uncertainty yet promises rich rewards if successful. Panelists discuss the opportunities and challenges created by the transition to digital television. Issues to be explored include whether digital technology will allow broadcasters to compete in an increasingly challenging video marketplace, how will they finance the transition, what is the impact on their competitors?

Richard E. Wiley, Chairman, Advisory Committee on Advanced Television Services
Steven Rattner, Managing Director, Lazard Freres & Co
Ed Grebow, President, TELETV Systems, TELETV
Neil Braun, President, NBC Television Network, NBC, Inc.
John Hendricks, Chairman and CEO, Discovery Communications, Inc./NCTA
Stanley Hubbard, Chairman and CEO of Hubbard Broadcasting, Inc.
Lawrence Grossman, President, Brookside Productions & Horizons Cable

- 10:30 am - noon - The Public Interest, Convenience and Necessity

The Commission's current public interest rules, including those mandating specific statutory requirements, were developed for broadcasters essentially limited by technology to a single, analog video programming service. Panelists discuss the potential for more flexible and dynamic use of the spectrum through digital broadcast and its impact on broadcasters' obligation to serve the public interest.

Gigi Sohn, Deputy Director, Media Access Project
Alan Braverman, Vice President and General Counsel, Cap Cities/ABC
Barry Diller, Chairman, Silver King Communications
Faye Anderson, President, Douglass Policy Institute
David Honig, Executive Director, Minority Media and Telecommunications Council
John Siegel, Sr. Vice President, Chris Craft Industries/INTV

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1:30 - 3:00 pm - Digital Applications

The digital transmission system designed by the Grand Alliance would provide broadcasters with new flexibility as they embark on serving the American public with the next generation of television. Allowing some flexibility would increase the ability of broadcasters to compete in an increasingly competitive marketplace. Panelists discuss potential for new applications to complement broadcast video as well as look to the future for services made possible on recovered channels.

Ed Horowitz, Senior Vice President of Technology, Viacom
George Keyworth, Chairman, Progress and Freedom Foundation
James C. McKinney, Chairman, Advanced Television Systems Committee
Edward Reilly, President, McGraw-Hill Broadcasting/MSTV
John Major, Senior Vice President and Assistant Chief Corporate Staff Officer,
Motorola
James Carnes, President and CEO, Sarnoff/Grand Alliance
Joseph A. Flaherty, Senior Vice President, Technology, CBS Inc./ATSC Broadcast
Caucus

3:15 - 4:30 pm - Impact on Consumers

While a transition to digital broadcast promises many benefits, the public interest would be served by avoiding any substantial dislocation of service to existing viewers. With many competing services coming on line, greater incentives exist for broadcasters to convert rapidly to digital broadcast. Panelists discuss the expected impact on consumers as it relates to deployment of new equipment and services, the ability of broadcasters to continue to serve their audience during the transition, the opportunities for improved service and technology and the extent to which consumers' value is enhanced such that analog transmission may be terminated.

Bruce Allan, Vice President, Technology & Business Development, Thomson
Consumer Electronics
Sherwin Grossman, President, Community Broadcasters Association (CBA)
John Abel, President and CEO, Datacast Partners
Ralph Gabbard, President/COO of Gray Communications/NAB
David Liróff, Vice-President and Chief Technology Officer, WGBH Educational
Foundation

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The hearing will take place Tuesday, December 12, 1995, from 8:30 am to 4:30 pm in the Commission Meeting Room, Room 856, 1919 M St., NW, Washington, DC, and is open to the public. Concurrently, digital television technology demonstrations, also open to the public, will be presented. These demonstrations will be available for viewing Tuesday, December 12 from 8:30 am to 5:30 pm in the Commission's Training Center located on the first floor of 2000 M St., NW, Washington, DC. The Commission may alter the schedule of demonstrations and panelists if necessary.

Scheduled demonstrations will be presented by:

The Digital HDTV Grand Alliance
CBS, Inc.
Hitachi America, Ltd.
Hubbard Broadcasting, Inc.
Microsoft Corporation
Sony Corporation of America
Texas Instruments

For the hearing impaired, an ASL interpreter will translate the hearing. Video tapes, which will be closed captioned, and written transcripts of the hearing will be available for a fee.

For further information about the hearing, please contact Saul Shapiro at (202) 418-2600. The contacts for media coverage are Karen Watson, David Fiske, Maureen Peratino and Audrey Spivack at (202) 418-0500.

- FCC -



Federal Communications Commission
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Date: December 6, 1995
To: *En banc* participants
From: Saul T. Shapiro
Subject: Digital Television *en banc*

Attached please find the public notice for the digital television *en banc* hearing. The hearing will be held in the Commission Meeting Room - eighth floor of 1919 M St., NW and will start promptly at 8:45 am. Panelist are listed in the order they will speak.

In order to maintain our schedule, be reminded that you will have 3 minutes in which to make your opening statement. This time limit will be strictly observed.

A conference area (Room 845), equipped with monitors to view the proceeding, telephones, and beverages, will be available for your convenience.

The technology demonstrations will take place in the Commission Training Center located on the first floor of 2000 M St. You are encouraged to visit the Demonstrations to learn more about digital broadcast television. Confirmed participants include, the Grand Alliance, Sony Corporation of America, Hitachi, Texas Instruments, CBS, Microsoft, Hubbard Broadcasting and NBC.

Please plan to arrive at least 15 minutes prior to your scheduled panel. You are welcome to come early and there will be reserved seating for panelists.

Once again, thank you for your cooperation. We are looking forward to having you with us on Tuesday.

December 7, 1995

TO:

✓ Jim Carnes (attachment only)	609-734-2888
✓ Bruce Allan	202-872-0674
✓ Ralph Cerbone	908-582-5202
Tom Patton	202-962-8560
Dave Porter	908-221-8484
Bob Rast	619-535-2485
Glenn Reitmeier	609-734-2124
Quincy Rodgers	202-466-3295
✓ John Taylor	708-391-8177

FROM:

Robert Graves	703-222-0200
	703-222-0201 (fax)

5 pages, including cover

GA CSG:

Here is the FCC public notice on Tuesday's *en banc* hearing.

We have confirmed our latest update meeting with the FCC staff for Wednesday, December 13 from 10:00 am to noon. I suggest that we meet at GI (1133 21st Street) at 9:00 am to compare notes prior to the meeting. Please let me know who, if anyone, from your organization will participate. //

Bruce would like to convene a meeting/call of the CSG on Friday, December 15, immediately after the ATSC Executive Committee Meeting at PBS. I've cleared this date with some of you, but not all. Will you please let me know whether you can attend or participate by phone? I'll get a number for those who need to call in. We want to review the work that lies ahead for the CSG and make plans for achieving our goals, including ways to modify or improve the way we function as a group. Some ideas for discussion that have occurred to me are 1) regularly scheduled calls or meetings, 2) revitalizing existing work groups and/or creating new ones, 3) special meeting to develop our advocacy messages, etc.

RKG