

May 17, 2007

Mark S. Richer
President
Advanced Television Systems Committee, Inc.
1750 K Street, NW
Washington, DC 20006

Dear Mark,

I am writing you on behalf of the Open Mobile Video Coalition to request that you place the highest importance on the development of a backwards compatible broadcast standard enabling mobile and handheld reception of our locally broadcast digital television signals. The Coalition was formed by Belo Corp., FOX Television Stations, Gannett Broadcasting, Gray Television, ION Media Networks, the NBC & Telemundo Television Stations, Sinclair Broadcast Group, and Tribune Broadcasting Company, which together own and operate over 280 television stations covering 95 million homes. These (and soon others) have come together specifically to facilitate and accelerate this process. As a key "Broadcaster Requirement", we are excited that the ATSC has initiated the steps for developing ATSC M/H, and pledge our complete support of the effort. We wish to encourage the ATSC and its members to devote as many resources as needed to engage in and complete the process as quickly as possible.

The development of a mobile ATSC standard will bring great benefits to consumers and broadcasters alike. Although surveys indicate tremendous interest and demand in mobile video, few if any wireless platform deployed or discussed can offer large amounts of high quality video to consumers in mobile environments. Most importantly, none of these deployments are focused on the local market originated content mix being demanded by most. The digital broadcast television facilities deployed in the US are ideally suited to fill this need, in that a large part of its spectrum is ideal for mobile broadcast and much of the needed infrastructure has already been built out. A mobile/handheld ATSC standard will accelerate the deployment of reasonably priced services and products to consumers, and offer incremental revenue streams to broadcasters. Initial evidence from similar deployments in Europe and Asia points to significant usage by consumers, and business potential for broadcasters.

As such, we at the Open Mobile Video Coalition place the highest priority on the development and ratification of an open ATSC-M/H standard. The Coalition will be doing its part, conducting test and trials, assisting manufacturers with testing for design, developing applications, and evaluating usage models. The Coalition would like to offer resources and facilities (as practical) to the ATSC and its proponents for field test plans to accelerate the standardization process.

We expect a second group of Broadcasters representing hundreds of additional stations to join us shortly. Our objective is for an open standard to be developed by and for trial services to be made available as expeditiously as possible, consistent with the attached (following) tentative schedule.

We hope the ATSC understands the urgency of the effort, and helps drive all needed resources to achieve this goal as quickly as possible.

Sincerely,

David Glenn
OMVC
Technical Team

Mark Aitken
OMVC
Technical Team



Jack Abernethy
FOX Television Stations

Ibra Morales
Telemundo Group

John Reardon
Tribune Broadcasting

Brandon Burgess
ION Media Networks

Roger Ogden
Gannett Broadcasting

Dunia Shive
Belo Corporation

Jay Ireland
NBC Universal
Television Stations

Bob Prather
Gray Television

David Smith
Sinclair Broadcast
Group

M/H Standardization Target Timeline

