

Chapter 38 of the Society of Broadcast Engineers

SBE

EL PASO - LAS CRUCES - JUÁREZ

# APRIL 2018

PO Box 3561 El Paso, TX 79923-3561 [www.kint98.com](http://www.kint98.com)

## NEWS

## REDEFINING TELEVISION

### ATSC 3.0 and its implications on traditional linear TV

Bill Hayes, Director of Engineering for  
Iowa Public Television. FEB.14,2018

I recently read an article with a headline that posed the question “[The Death of Linear Television?](#)”

I have been writing long enough to know that headlines are designed to grab the attention of the reader as they are scanning the page (whether on paper or display) and entice them to read the rest of the article. I guess it worked in my case because I did read the story but I was more interested in looking for the incorrect assumptions then I was about getting the full story. I was pleased to read that a number of the folks quoted have what I would consider balanced views.

Let me share with you three facts that are in my view immutable. Life is linear. Life is analog. Life is finite. While we have created and used technology in media to digitally capture and distribute content for information and entertainment, we are still consuming in the linear, analog and finite world.

The change is more about the birth of new methodologies then it is about the death of old ones. It seems to be human nature to think and express momentous and non-momentous changes and events in absolute terms. To justify the United

States’ entry into World War I, President Woodrow Wilson paraphrased author H. G. Wells by calling the current war as “the war to end all wars,” a pretty ironic statement given the history that has occurred since then. But even on the personal level, I have heard and may have said in my youth after breaking up with a girlfriend that I would never love again. Now, having been married to the same person for 40 or so years, probably not my most factual statement or prediction.

#### REFINEMENT TO WHAT ALREADY EXISTS

So what is happening in our business and what should we do about it? Well the first thing I suggest is to recognize that “television” is not the business any more than “broadcasting” is the business. Television is about the transmission of content to receivers and is traditionally thought of as a linear service. But that is based on the limitations of the technologies used for creating content, not the limitations of the underlying distribution technology. Digital capture, compression and packaging technologies now enable using television to transmit multiple content elements and packages, faster than real time. The methodology of broadcasting is also thought to

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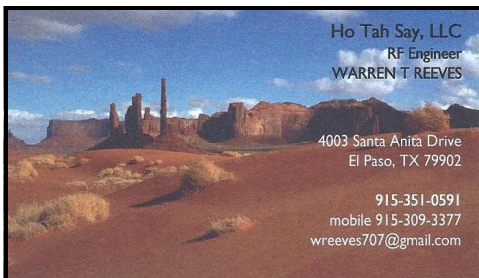
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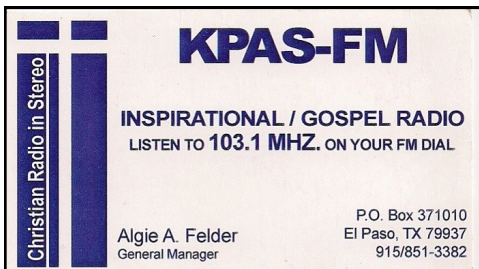
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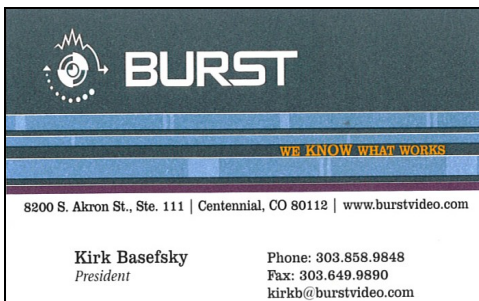


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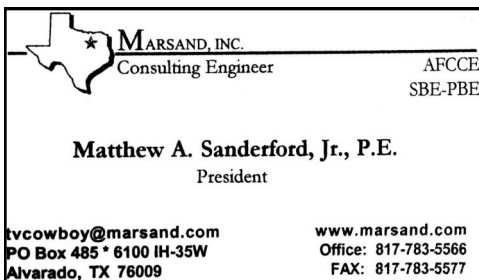
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to be linear based on the same traditions and limitations from its earliest incarnations. These are but two of the tools or methodologies that are used to interact with the consumers. We will continue to use and refine these tools.

As a local “television” station and a “broadcaster,” I look at ATSC 3.0 as a refinement to a tool that we are currently using and while it is an important tool, it certainly isn’t our only tool. The content that we create is certainly distributed using these tools as well as others. The real business is creating valuable content and using the distribution tools to insure that the consumer has access to the content, whether it is via traditional and linear methodologies and devices or via nontraditional and nonlinear methodologies and devices.

We must therefore understand what exactly our businesses are and adjust our practices to take advantage of the refinements in the tools and technologies that we and the consumers use in the creation, distribution and consumption of content.

Having worked closely with many of the brilliant engineers that have written the ATSC 3.0 standard, I have to say that I am amazed at the capabilities that this new standard enables. I also certainly hope and believe that as it is adopted by the “broadcasters” and the consumers, it will be a tremendous success. However, I think it is important to realize that regardless of how great the success of ATSC 3.0 is, it will be one of the tools used by content creators and content consumers, not the only tool.

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### CERTIFICATION COMMITTEE:

David Halperin.

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Antonio Castro  
Warren Reeves

### FREQUENCY COORDINATION COMMITTEE:

Warren Reeves  
Owen Smith

### SCHOLARSHIP COMMITTEE:

Rick Vilardell

### WEB SITE COMMITTEE:

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### SUSTAINING MEMBERSHIP:

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### PROGRAM CHAIRMAN:

Warren Reeves

### NEWSLETTER:

Antonio Castro

### EAS CHAIRMAN:

David Halpering

### EXECUTIVE COMMITTEE:

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EL PASO, TX    SBE CHAPTER 38    MEETING MINUTE

DATE **2 / 13/2018**    LOCATION: **COMO'S ITALIAN REST.**

**MEETING CALLED TO ORDER:** 12:33 PM, BY ANTONIO CASTRO.  
THERE WERE 5 ATTENDANTS.

**REPORT OF THE SECRETARY:** MINUTES IN THE FEBRUARY NEWS-LETTER. ACCEPTED BY WARREN REEVES, SECONDED BY OWEN SMITH.

**REPORT OF THE TREASURER:** \$ 3,946.13 IN THE BANK. ACCEPTED BY CARLOS SOSA, SECONDED BY WARREN REEVES.

**REPORT OF THE CERTIFICATION COMMITTEE:** RICHARD GONALEZ GOT CTO FROM SCHOOL.

**REPORT OF THE MEMBERSHIP COMMITTEE:** NO REPORT.

**REPORT OF THE FREQUENCY COORDINATOR COMMITTEE:** ONE MINISTERS NEW LICENSES FOR K269GF, 101.7 MHZ, 10 W., AND FOR K201HW, 88.1 MHZ, 60 W.  
KTSM-TV IN CONFLICT WITH MEX.CH-44 ON 2 GHZ FQCY. THEY WILL COORDINATE.

**REPORT OF THE SCHOLARSHIP COMMITTEE:** NO REPORT.

**REPORT OF THE WEBSITE COMMITTEE:** 2291 HITS LAST TIME, NOW 2309. ( 18 ).

**REPORT OF THE EAS CHAIRMAN:** MONTHLY TEST FOR TX AND NM WERE FINE. WEEKLY IN FEB.5 KLAQ DID NOT FORWARD NEW MEX-ICO DUE TO IT PERSON IN ALBUQUERQUE..

**REPORT OF THE PROGRAM COMMITTEE:** JOHN BISSET (TELOS) OFFERED VISIT EL PASO WITH A DEMO ON TELEFONY.

**UNFINISHED BUSINESS:** NO OFFICIALS ELECTIONS WERE HELD THIS TIME DUE TO LOW QUORUM.

**NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTERES:** NONE.

**NEXT MEETING DATE AND LOCATION:** T.B.D.

**MEETING ADJOURNED:** AT 12:40 PM.

**THIS IS THE MINUTE OF FEBRUARY,  
FOR MARCH THERE IS NO MINUTE  
BECAUSE THERE WAS NO MEETING.**

**NOW, IS TIME FOR NAB**



# APRIL PROGRAM

THERE WAS NO MEETING IN MARCH THE SECRETARY/PRESIDENT WAS REALLY OCCUPIED ATTENDING FAMILY BUSINESS IN THE WEST COAST AND TRAVEL TOOK MORE TIME THAN THE EXPECTED.

IT IS HARD TO COORDINATE THE MEETING WITHOUT THE PC THAT HOLDS ALL THE INFORMATION OF THE CHAPTER

EDITOR SAYS: SORRY FOR THAT !!!

FOR APRIL, WE DON'T HAVE ANY PRESENTER, SO WE ARE GOING TO HAVE ANOTHER REGULAR CHAPTER MEETING., DESPITE OF THOSE WHO WILL BE ATTENDING THE NAB, SO PLEASE TRY TO ATTEND.

WHEN:

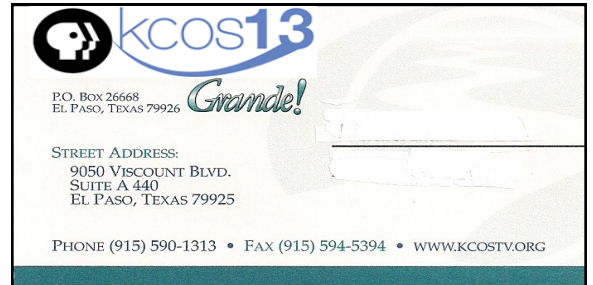
TUESDAY APRIL 10th, 2018

PLACE:

COMO'S ITALIAN RESTAURANT.

TIME:

12:00 PM.



## WHATEVER WORKS



*In the summer of 2017, the BBC reported that, according to linear channel measurements, there were zero viewers for a repeat episode of the “Blue Peter” children’s magazine show.*

Going back to the article that inspired me to write this column, one of the elements in it was something that happened in the summer of 2017 at the BBC. They aired a repeat episode of a children’s magazine show and based on the linear channel measurement for that airing, [no one watched it](#). I think we all would probably freak out if we aired a piece of content and no one watched it. So is this actually proof that linear television is indeed dying? If you look at the piece of content, it was actually viewed linear during its initial broadcasts by more than a quarter million people, played over the top by some 39,000 people and the show’s website had about 1.5 million kids visit. The viewers were using the tools that made the most sense for them to consume the content and get the job done. Sometimes it was the traditional tool and sometimes the non-traditional tool.

One last thing to touch on and it has to do with the traditional tools and the non-traditional tools. Don’t make the error of impressing your views and values on to others. For those of us who have been involved in the business for decades, viewing “television” content on a smartphone is consuming traditional content on a non-traditional device. For the kids in the U.K. watching the children’s magazine show via the iPlayer on their smartphone, there is no traditional or non-traditional content or technology involved.