



PUBLIC NOTICE

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DA 11-1255
July 26, 2011

ATSC Approves Successor to Its “A/85 Recommended Practice”

MB Docket No. 11-93

By this Public Notice, the Media Bureau announces that the Advanced Television Systems Committee, Inc. (“ATSC”) yesterday approved a successor document to its A/85 Recommended Practice (“ATSC A/85 RP”). In the Notice of Proposed Rulemaking (“NPRM”) to implement the Commercial Advertisement Loudness Mitigation (“CALM”) Act, the Commission directed the Bureau to issue a Public Notice announcing the ATSC’s approval of any successor to the ATSC A/85 RP.¹ The ATSC has published this document on its website at http://www.atsc.org/cms/standards/a_85-2011a.pdf.² This document adds an Annex K titled “Requirements for Establishing and Maintaining Audio Loudness of Commercial Advertising in Digital Television When Using Non-AC-3 Audio Codecs.”³

On May 27, 2011, the Commission released the NPRM, which sought public comment on its proposed rules to implement the CALM Act. The CALM Act directs the Commission to incorporate by reference and make mandatory the ATSC A/85 RP, “and any successor thereto, approved by the Advanced Television Systems Committee, only insofar as such recommended practice concerns the transmission of commercial advertisements by a television broadcast station, cable operator, or other multichannel video programming distributor.”⁴ By statute, the Commission must adopt final rules no later than December 15, 2011.

On July 18, 2011, in anticipation of this successor document to the ATSC A/85 RP and in response to a request by the ATSC, the Media Bureau extended the reply comment filing deadline in this proceeding until August 1, 2011 “to allow interested parties an opportunity to review and provide comments on the successor document to the ATSC A/85 RP.”⁵ This document, for which we extended the reply period, is now available.

For additional information, contact Shabnam Javid, Shabnam.Javid@fcc.gov, of the Engineering Division, Media Bureau at (202) 418-2672. Direct press inquiries to Janice Wise at (202) 418-8165.

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¹ *Implementation of the Commercial Advertisement Loudness Mitigation (CALM) Act*; MB Docket No. 11-93, Notice of Proposed Rulemaking, FCC 11-84 at ¶ 13 (rel. May 27, 2010) (“NPRM”).

² See ATSC Press Release titled, “ATSC Expands Loudness Management Techniques with A/85 Annex K” (Jul. 26, 2011).

³ See ATSC A/85: “ATSC Recommended Practice: Techniques for Establishing and Maintaining Audio Loudness for Digital Television,” (July 25, 2011) (“ATSC A/85 RP”).

⁴ The Commercial Advertisement Loudness Mitigation (“CALM”) Act, § 2(a), Pub. L. No. 111-311, 124 Stat. 3294 (2010) (codified at 47 U.S.C. § 621).

⁵ See *Implementation of the Commercial Advertisement Loudness Mitigation (CALM) Act*; MB Docket No. 11-93, Order, DA 11-1205 at ¶ 4 (MB rel. Jul. 18, 2011).