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ATSC PUBLISHES LATEST REVISION TO A/65B

WASHINGTON, D.C., March 31, 2003 – The [Advanced Television Systems Committee](http://www.atsc.org) (ATSC) The ATSC has published the latest revision of the DTV Program and System Information Protocol (better known as PSIP), a critical link between broadcasters and consumers. The document, ATSC Standard A/65B, defines the system information and program guide data necessary for correct operation of DTV receivers. At the same time, PSIP helps the broadcaster preserve brand identity and promote available programming.

This new version of the PSIP Standard incorporates amendments approved since the last full revision of the document was completed in May 2000. Among the functions added since the publication of A/65A are Directed Channel Change, which permits sophisticated program stream switching based on any number of viewer demographics, and the Retransmission Control Descriptor, better known as the "broadcast flag."

Primary work on the new version of PSIP was carried out by the ATSC Specialists Group on Transport Multiplex issues, known as T3/S8. This group, under the leadership of chairman Mark Eyer of Sony, is responsible for updating the PSIP standard as necessary, and implementing new functions that will help move the transition to DTV forward. "Those designing DTV equipment and receivers will welcome A/65B because it integrates the three previously-separate amendments, making this new release easier to read and use," said Mr. Eyer.

PSIP Standard A/65B, like all ATSC Standards, is available for download from the ATSC Web site. Visit <http://www.atsc.org/standards.html> for a complete list of available documents. In addition to the PSIP Standard, a Recommended Practice on PSIP implementation is available as ATSC document A/69, "ATSC Recommended Practice: Program and System Information Protocol Implementation Guidelines for Broadcasters."

The Advanced Television Systems Committee (ATSC) is an international, non-profit organization developing voluntary standards for the entire spectrum of advanced television systems.

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