Topic: Canada’s ATSC Changeover

Date: Tuesday, March 8th, 2011
Time: 7:00 p.m.
Location: Rogers Communications Centre
Eaton Theatre, Ryerson University
80 Gould Street, Toronto

Arranged By: Reid Robertson and Paul Briscoe

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On August 31st, 2011, Canadian broadcasters will cease analog Television transmission in major markets. This transition to digital transmission has been mandated by the Federal government. Tonight, we will look at the challenges faced by broadcasters to comply with the regulations.

Jerry Whitaker, Vice President for Standards Development, ATSC, Washington, D.C.
An Update on Current ATSC Activities and Future Directions. This presentation will provide an overview of current projects within the ATSC, focusing on areas specifically intended to expand the features and services available to consumers. Efforts to chart the future of digital television will also be outlined.

Erika Kramer, VP Distribution Services for TVO. Erika will share TVO’s digital-over-the-air transition plans, and provide some insights to the challenges and opportunities associated with making the transition.

Martin Marcotte, Director, CBC Transmission. Martin will provide an overview of the CBC’s approach to the DTV Regulatory Framework. He will discuss the CBC-SRC DTV transmitter plan and DTV roll out schedule; DTV Spectrum Allocations; Mobile DTV; and also DTV Satellite Distribution.

Jay Adrick, VP Broadcast Technology at Harris Corporation. Jay will update us on mobile DTV in the US, including the rollout of 3 different networks plus multiple business models. He will also provide a short discussion on the overall digital rollout in the US, citing some of the lessons learned, and how they might apply to the Canadian DTV rollout.

The SMPTE Board of Managers will meet in Room RCC-102 starting at 4:45 PM.

Pizza & Pop Dinner is provided at 6:30pm, there is no break between presentations