ATSC 3.0 Automotive Implementation Team

Briefing Document for potential Team members

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About ATSC 3.0 Implementation Teams

- Implementation Teams are formed to provide a venue for industry discussions related to implementation of ATSC Standards
- I-Teams may address business, regulatory and technical requirements for successful roll-out of ATSC Standards.
- I-Teams do not draft Standards or Recommended Practices; however, they may create Implementation Guides.
- I-Teams require an additional membership agreement and fee for participation.
- The work of an I-team is private within the group.

The ATSC 3.0 Automotive Implementation Team

- The Automotive Implementation Team will be a forum for the broadcast and automotive industries to collaborate on opportunities to enhance vehicles with an ATSC 3.0 wireless network.
- Team Members are required to participate in the work of the group.

How to Join

- Sign the Implementation Team Participation Agreement.
- Annual fee of $850 for ATSC members, or $2,550 for non-members

Automotive Implementation Team
Initial Scope of Work

Participation
• Build a team membership group of Broadcast and Automotive Industry participants.

Technical Guides
• Implementation Guides for ATSC 3.0 integration into a vehicle.
• Implementation Guides for ATSC 3.0 mobile signal configurations.

Industry Education
• Create materials to present the opportunity of ATSC 3.0 to the automotive industry.
• Identify opportunities at appropriate automotive conferences, panels, webinars, etc.

Automotive Implementation Team Potential Future Work

Service Reference Model
- Consider each automotive use case and create a service reference model.
- Use cases such as OTA update, Infotainment.

Use Case Demo
- Use Case demos for OTA update / Infotainment / Emergency Alerting / Security.
- Demonstrate moving ATSC 3.0 content formats through a vehicle. From the antenna to the head unit.

Conformance
- Define conformance material needed for Automotive Use Cases
- Plugfests for conformance