

Among those who addressed representatives of both industries -- gathered at the request of the chairmen and ranking members of the House and Senate Judiciary committees -- were California Reps. Howard Berman, a Democrat, and Republican Darrell Issa, participants said. House Majority Leader Steny Hoyer, D-Md., said toward the two-hour meeting's conclusion that he hoped both sides could work something out, said Director Francisco Montero of the Spanish Broadcasters Association. Also there was Texas GOP Rep. Mike Conaway, co-sponsor of the Local Radio Freedom Act (H Con. Res. 49) opposing the royalties, Montero said. The bill has 253 co-sponsors, more than half the members of the House.

"Both sides expressed their positions that they've had for some time, and the congressional staff recognized that there were very valid arguments there," Montero said. "Whether it's going to lead to further discussions [on the Hill], I don't know." Legislators who addressed the meeting "pretty much reiterated what they were saying for the last year," Executive Director James Winston of the National Association of Black Owned Broadcasters said. No new ground was covered in the first portion of the meeting he attended, Winston said.

The radio industry remains opposed to paying the royalties and expressed that view at the meeting, broadcast officials said. Any solution "has to be cost-neutral to the broadcasters, because they can't take on an additional cost burden like this," Montero said. "It would make a bad situation even worse." President Gordon Smith, in one of his first speeches for NAB, on Tuesday said the industry has no money to pay to record labels (CD Nov 18 p2). Smith didn't attend because he couldn't get an ethics waiver, he said.

NAB board members Charles Warfield and Steve Newberry "explained how devastating this bill would be to the future of free and local radio," the NAB spokesman said of HR-848. That bill would provide parity in radio performance rights under the Performance Rights Act. That bill was approved by the House Judiciary Committee in May. Music participants, the spokesman added, "explained why they are supporting the bill, and we gained a better understanding of each other's positions."

Although "it was a constructive dialog, it was disappointing" because Newberry and Warfield told the meeting they spoke only for themselves and their companies, not the radio industry or the NAB, said President Rich Bengloff of the American Association of Independent Music. "They didn't bring anyone from a Clear Channel or an Entercom or a CBS." Legislators "want us to go off and have some discussions," he added: "The NAB appeared to get the message and it appears there will be a meeting late this week or early next week." -- *Jonathan Make*

Targeted Ad Targeted

IPTV Standard Group Aims to Address Security, Quality, Targeted Ads

Three new IPTV standards from the Alliance for Telecommunications Industry Solutions would allow multi-casting, more security in remote device management and improved end-user quality of experience, said Dan O'Callaghan, chairman of ATIS' IPTV Interoperability Forum (IIF). The IPTV standards body is working on content-on-demand and targeted advertising standards, which are expected by Q1 and Q3 next year, respectively, he told us.

IIF already has moved to Phase 2 of its three-part IPTV standards work plan, which targets interactive TV and on-demand applications, O'Callaghan said. Targeted ad standards, originally part of Phase 3, was moved up to Phase 2 due to extreme interest, he said. Phase 3 is set for 2011, he said. The forum focused on standardization of linear IPTV services during the first phase.

IIF is also tracking targeted ad developments in other industries, O'Callaghan said. The Society of Cable Telecommunications Engineers is working on targeted ads on the cable side and there could an IPTV answer for that, he said. "If cable is using a method and we have a method that is very like it, but works for IPTV, that does present to the industry at least one standardized way of dealing with targeted advertising." IPTV could do a better job in targeted advertising than cable does because it's not channel limited, meaning it has more flexibility, he said.

The added security layers could ensure access protection, O'Callaghan said. The multicast standard offers requirements to ensure interoperability between service provider IPTV multicast applications and the network provider domain, the home network and the IPTV Terminal Function, he said. The multicast specification describes an IP multicast service that the network provider can use as a basis for a linear/broadcast TV service. Recognizing remote device management and multicast network interoperability -- while simultaneously ensuring high quality of service across and between services -- is essential to IPTV's continued growth and adoption, ATIS President Susan Miller said.

The IIF approach, which is data driven, supports both IMS and non-IMS next generation IP networks and focuses on applications, O'Callaghan said. That allows early adopters to transition to the IIF standards without dumping their existing assets, he said. -- *Yu-Ting Wang*

Don't Force PC onto TV

Verizon to Fling Open FiOS Network to Independent Apps Developers

SAN JOSE, Calif. -- Verizon plans to open its FiOS network to applications from independent developers, said Ruchir Rodrigues, vice president of product platforms. "In the next stage, we're going to open up to everyone," he said on a panel Tuesday at the Streaming Media West conference.

The goal is to get this done by mid-2010, Rodrigues told us afterward. He didn't discuss certification requirements, other restrictions or financial arrangements. He said Verizon will spend the intervening months figuring out how to handle opening the network. A software developer kit being provided to partners like Kodak this year will be made generally available, Rodrigues said. "We're just going to open up the platform and people will build applications that make sense for the TV," he said on the panel.

Verizon thinks this system will work better than if the carrier tries to choose the "killer app" for its fiber pay-TV system, Rodrigues said. In the month after Facebook and Twitter were put on FiOS, "we saw millions of photos" shown on subscribers' sets, he said. But drawing customers, especially older ones, to a television app store is a "challenging" marketing task, Rodrigues said. Using well-known brands like ESPN as a lure helps, he said.

Viewers of different ages will make use of new TV functions such as social media with varying sophistication by age, Rodriguez said. He said his mother looks at his vacation photos on her set, getting to Facebook with one click. All new services are carefully screened by the carriers' lawyers over concerns such as privacy -- hanging up market introductions, Rodriguez said.

Some customers will want in effect to put their PCs on their sets, but others won't, Rodriguez said. Verizon considers it crucial not to force that on everyone, he said. The company seeks to provide a "delightful experience" consistent with each customer's expectations of television, Rodriguez said.

Smartphones aren't just a model: They'll become the remote controls for big-screen TVs connected to advanced services, Rodriguez said. That's an attractive alternative to replacing all the remotes in homes, he said, and as personalized devices, phones are well-suited to customized viewing.

The cable industry has also taken steps to open up to third-party developers but the process has been lengthy. And it hinges on cable operators deploying set-top boxes and network equipment that support the Tru2way framework. "The one thing that maybe hasn't happened as quickly as we all would have hoped is the large scale deployment by the operators. In hindsight things always take a little longer than we think when we start a project," said Phil Bender, senior manager of vendor relations in the OpenCable project at CableLabs.

Meanwhile, CableLabs has taken an open-source approach for application development. In June, it made the Tru2way reference implementation available to developers under open source and commercial licenses and it