

**Press Statement
of
Commissioner James H. Quello**

November 26, 1996

Re: Compromise Standard for Advanced Digital Television

I want to congratulate the broadcast and computer industries for reaching a landmark agreement on a standard for advanced digital television. I emphasize the term 'standard' because, despite the efforts to minimize this achievement or characterize it as something else, let there be no doubt that the all important and, now, agreed upon digital transmission standard will be incorporated into our rules. This Commission must adopt the slightly revised ATSC compromise standard before the end of 1996.

Prompt adoption of this standard will allow the United States to retain its pre-eminent global position in advanced digital broadcast technologies. The industries have worked in their mutual interest to avoid the marketplace chaos that would have resulted from the failure to adopt a standard.

I want to thank Commissioner Ness for her dedicated leadership in bringing about this timely consensus. I am gratified that the parties heeded the call I made in September to conclude this process this year. It is now up to the Commission to adopt the standard without delay so that the manufacturers can begin hiring people to manufacture the advanced sets that will deliver much more than just "pretty pictures".

There are other elements of the DTV proceeding that the FCC must also resolve. In particular, the channel allotment issues are critically important. Until the new digital channels are assigned to broadcasters, the standard cannot be implemented. We must continue to move forward with all deliberate speed.

Today, however, we must congratulate the parties for reaching an eminently sensible compromise on the all important underlying standard. This day has been too long in coming.

Finally, Americans will enjoy the long promised benefits of computer compatible television broadcasts with dramatically improved picture and audio clarity. Adopting the compromise standard will take free over-the-air broadcasting into the improved technology of the next century.

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