

Application/Control Number: 90/006,800
Art Unit: 3992

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ATTACHMENT #1: The "CBS Petition." ⁵



CBS Inc., 51 West 52 Street
New York, New York 10019
(212) 975-4321
Law Department

ORIGINAL
FILE
for

RM-3127

Dear Mr. Tricarico:

July 28, 1980

Please find attached an original and 11 copies of a Petition for Rulemaking to amend Part 73, Subpart E of the Rules Covering Television Broadcast Stations to Authorize Teletext.

If you have any questions concerning the attached, please contact me at (212) 975-8422.

Very truly yours,

Michael Rose

Michael Rose
Attorney

Honorable William J. Tricarico
Secretary
Federal Communications Commission
1919 "M" Street, N.W.
Washington, D.C. 20554

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Before the
Federal Communications Commission
Washington, D.C. 20554

OFFICE OF THE SECRETARY

In re

Amendment of Part 73, Subpart E of
the Rules Governing Television
Broadcast Stations to Authorize
Teletext

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RM No.

TCM-3727
OFFICE OF THE SECRETARY

TO: The Commission

PETITION FOR RULEMAKING

CBS Inc. ("CBS"), pursuant to Section 1.401 of the Commission's Rules, hereby petitions the Federal Communications Commission for the issuance of rules which would allow television broadcast licensees to transmit teletext. Adoption of teletext rules and standards is essential at this time to permit implementation by United States broadcasters, such as CBS, of this major technological advance, already in use in other countries, and to channel the United States development of teletext into practical public service in furtherance of the Commission's mandate to "encourage the larger and more effective use of radio in the public interest."*

* Section 303(g), Communications Act of 1934, as amended.

I. Introduction

Teletext is the generic term for systems that transmit alphanumeric information (letters, numbers, characters) to the home television receiver. The information is sent by special data signals transmitted simultaneously with the normal television picture or in lieu of picture information. Equipped with a special decoder, a television receiver can extract and translate that information to appear as letters, numbers and graphics on the television screen. Thus, the viewer has access to an electronic "magazine." With the use of a hand-held control unit, much like a small calculator, the viewer can select from hundreds of "pages" of teletext information. Teletext is an interrogative service. Viewers can request any page at any time in any sequence, and the page stays on the screen as long as the user wants.

As is more fully explained in this Petition, the teletext system CBS proposes is compatible with other presently known communication technologies and is theoretically and practically capable of incorporating future advances. These two qualities -- compatibility and extensibility -- which permit the system to adapt to new features and uses, are among the most desirable qualities of any information system. Technically, the proposed system may be summarized as a software-based, asynchronous, variable format system employing specific scanning lines in the vertical blanking interval ("VBI") or, on a full field basis, using any or all active picture scanning lines.

II. Statement Pursuant to Section 73.682(b)
of the Commission's Rules

A. CBS sets forth the following as the nature of the rules proposed: Section 73.681 should be amended to include a definition of the word "Teletext"; Section 73.682(a) should be amended to add a subsection to define the permissible transmission standards; and Section 73.699 should be amended to add a new Engineering Chart, with appropriate footnotes. These amendments are more fully described in Exhibit I, attached hereto.

B. The proposed changes will have no effect on other transmission standards that have been adopted by the Commission for television broadcast stations; the proposed changes are entirely additive.

C. As more fully described in the Engineering Statement, attached as Exhibit II, experimentation and field tests authorized by the Commission and conducted by CBS over its television network and at CBS Owned television station KMOX-TV St. Louis, during 1979-1980, demonstrate that television service can be expanded by the addition of teletext, and that this addition is technically feasible.

D. The proposed changes and modifications of standards will neither affect operation nor contribute to obsolescence of television receivers.

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