



CEA[®]
Consumer Electronics Association

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CEA Presentation to
Joint ICSP-GMF Meeting
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www.CE.org

Consumer Electronics Association

- Representing the \$186 billion U.S. consumer electronics industry
- More than 2,000 member companies
- Legislative advocacy, market research, technical training and education, industry promotion, standards development
- International CES





THE GUITAMMER COMPANY INC.



THIEL Ultimate Performance Configuration



SaberGuard Identify Theft Protection



POWERMAX



Technology & Standards Program

- Formerly a sector of the Electronic Industries Alliance (EIA)
- CEA has been ANSI accredited since 2002
- 44 Active American National Standards (ANS)
- 84 Total Standards and Bulletins
- More than 30 committees, subcommittees and working groups
- Roughly 1,400 participants



Government Participation in CEA Standards

- CEA welcomes the Federal government's engagement in industry-led standards-setting
- Participation from the Environmental Protection Agency, Department of Energy, National Oceanic and Atmospheric Administration, Federal Communications Commission, Library of Congress, Department of Homeland Security, National Institute of Standards and Technology
- Government participation is vital to the process:
 - Agencies are often users of CEA standards
 - Agencies reference standards in their regulations
 - Agencies provide subject matter experts



Participation Options in CEA Standards

- Most standards meetings are held via teleconference and Web conference
- Discussion via email reflectors
- Occasional face-to-face meetings
- Remote participation enhances input by all stakeholders

CEA Standards in Federal Regulations

- Several CEA Standards are referenced in Federal regulations. Some examples:
 - **CEA-542**, *Cable Television Channel Identification Plan* - referenced by Federal Communications Commission (FCC)
 - **ANSI/CEA-608**, *Line 21 Data Services* - referenced by FCC
 - **CEA-708**, *Digital Television (DTV) Closed Captioning* - referenced by FCC
 - **ANSI/CEA-766**, *U.S. and Canadian Region Rating Tables (RRT) and Content Advisory Descriptors for Transport of Content Advisory Information Using ATSC Program and System Information Protocol (PSIP)* - referenced by FCC

CEA Standards in Federal Regulations

- **ANSI/CEA-2009**, *Receiver Performance Specification for Public Alert Receivers* - referenced by National Oceanic and Atmospheric Administration
- **ANSI/CEA-2013**, *Digital STB Background Power Consumption* - referenced by Environmental Protection Agency (EPA)
- **ANSI/CEA-2022**, *Digital STB Active Power Consumption Measurement* - referenced by EPA
- **ANSI/CEA-2037**, *Determination of Television Average Power Consumption* - referenced by EPA and Department of Energy

Government Access to CEA Standards

- Government access to published CEA standards is free of charge as needed
- Government access to draft CEA standards is free of charge
- CEA believes that free access by Government stakeholders to our standards promotes Government participation and input into the standards-setting process

Questions and Answers

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