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**Document 6/251-E**  
**Document 6C/359-E**  
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**English only**

## **North American Broadcasters Association (NABA)**

### **DRAFT NEW RECOMMENDATION ITU-R BT.[COLOURDIFF]**

#### **Objective measure of colour fidelity**

The North American Broadcasters Association<sup>1</sup> (NABA, [www.nabanet.com](http://www.nabanet.com)) is an association of broadcasters in Canada, Mexico, and the United States, and the NABA Technical Committee is its standing technical body. NABA is thus in a position to present the technical viewpoints of the most authoritative association of professional North American Broadcasters in television and sound programme production, post-production, and distribution for terrestrial, satellite, and cable broadcasting.

NABA is a Sector Member of ITU-R and a long-time participant in ITU-R Study Groups, Working Parties, Task Groups, Rapporteur Groups, etc. NABA numbers among its members Chairmen, Vice-Chairmen and members of the above groups. NABA also participates widely in the ITU work on radio, television and multimedia services and has a strong interest in spectrum issues, as well as all audio and video issues.

NABA is aware and supportive of the work WP 6C is doing to establish a new objective metric that will more accurately indicate small colour differences. This new metric will be a valuable tool in the specification and evaluation of television systems and equipment, and is especially needed considering that HDR systems based on Recommendation ITU-R BT.2100 are being deployed. As recent research has shown, existing colour difference metrics are not ideal for use with the wide range of colour and luminance that HDR systems provide.

NABA earlier submitted Document [6C/300](#) that encouraged WP 6C to promptly complete the work to finalize this new Recommendation. NABA applauds the work of RG24 that has led to the updated and improved text in the draft new Recommendation contained in Document 6C/356. NABA is supportive of this document and encourages WP 6C and SG 6 to approve the document during their October 2018 meetings.

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<sup>1</sup> NABA members include: Ad-ID LLC; AT&T; Avid Technology; Bell Media; CBC/Radio-Canada; CBS Broadcasting, Inc.; CenturyLink; Corus Entertainment; Dejero Labs; Dell Technologies/Prosyst; Disney/ABC Television Group; Dolby Laboratories, Inc.; Emmis Communications; Eutelsat America Corp.; Fox Entertainment Group, Inc.; Grupo Televisa S.A.; HERE Technologies; Imagine Communications; Inmarsat; Intelsat; Microsoft; National Association of Broadcasters (NAB); Nautel; NBCUniversal; NPR; Panasonic; Pearl TV; Public Broadcasting Service (PBS); SES; Sinclair Broadcast Group (SBG); TimeWarner, Inc.; Turner; TV Azteca S.A. de C.V.; Univision Communications Inc.; and Xperi.