

# ANSI/CEA Standard

**U.S. and Canadian Rating Region Tables  
(RRT) and Content Advisory Descriptors for  
Transport of Content Advisory Information  
Using ATSC Program and System  
Information Protocol (PSIP)**

**ANSI/CEA-766-C**

April 2008



**CEA**  
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## **FOREWORD**

This standard was developed under the auspices of the Consumer Electronics Association (CEA) R4.3 Television Data Systems Subcommittee.

## **U.S. and Canadian Rating Region Tables (RRT) and Content Advisory Descriptors for Transport of Content Advisory Information Using ATSC Program and System Information Protocol (PSIP)**

### **1 Scope**

CEA-766-C augments ATSC A/65C and designates a) the RRT which provides the receiver with the definition of the rating system and b) the Content Advisory Descriptors which provide the receiver with the specific program rating for each program. Specifically, CEA-766-C specifies the exact syntax to be used to define the U.S. and Canadian Rating Region Tables (RRT) in accordance with ATSC A/65C Section 6.4, as well as the exact syntax to be used in the Content Advisory Descriptors that convey the rating information for each program in accordance with ATSC A/65C Section 6.9.3. Thus DTV receivers are able to block unwanted programs as determined by the user.

CEA-766-C does not indicate and is not meant to indicate techniques or procedures for blocking at the DTV receiver (for example, remote control, other human interface devices, on-screen displays and/or graphical user interfaces). See Annex A for related FCC regulations.

### **2 References**

The following standards contain provisions that, through reference in this text, constitute provisions of this standard. At the time of publication, the editions indicated were valid. All standards are subject to revision, and parties to agreements based on this standard are encouraged to investigate the possibility of applying the most recent editions of the standards listed in 2.1.

#### **2.1 Normative References**

##### **2.1.1 Normative Reference List**

ATSC A/65C, Program and System Information Protocol for Terrestrial Broadcast and Cable, Revision C, January 2, 2005

##### **2.1.2 Normative Reference Acquisition**

The normative references listed in 2.1 may be acquired from the following sources:

ATSC Standards:

- Advanced Television Systems Committee (ATSC), 1750 K Street, N.W., Suite 1200, Washington, DC 20006, Phone 202-872-9160; Fax 202-872-9161; Fax 202-828-3131; Internet <http://www.atsc.org>

#### **2.2 Informative References**

##### **2.2.1 Informative Reference List**

ATSC A/68, PSIP Standard for Taiwan, 11 July 2001

ATSC Code Point Registry

CEA-608-C, Line 21 Data Service, August 2005

FCC Regulations, 47 C.F.R. §15.120

##### **2.2.2 Informative Reference Acquisition**

CEA Standards:

- Global Engineering Documents, World Headquarters, 15 Inverness Way East, Englewood, CO USA 80112-5776; Phone 800-854-7179; Fax 303-397-2740; Internet <http://global.ihs.com>; Email [global@ihs.com](mailto:global@ihs.com)

ATSC Standards:

- Advanced Television Systems Committee (ATSC), 1750 K Street, N.W., Suite 1200, Washington, DC 20006, Phone 202-872-9160; Fax 202-872-9161; Internet <http://www.atsc.org>