



Craig D. Cuttner
Senior Vice President
Advanced Technology

Post CALM Act Audio Loudness

February 17, 2011

Dear Affiliate:

Last summer, we informed you about our steps to implement minor changes to our audio parameters to conform to the ATSC A/85 Recommended Practice: *Techniques for Establishing and Maintaining Audio Loudness for Digital Television*. We successfully concluded our implementation in August 2010. In December 2010, the CALM Act, which instructs the FCC to codify the A/85 parameters into Rules, was signed into law.

Please be sure to share the below information to the appropriate technical and programming colleagues within your organization.

Summary:

In order to comply with A/85, HBO maintains the -24 LKFS audio/metadata level to our originated audio signals. There is no need for HBO's distributors to install or adjust any equipment related to the HBO and Cinemax feeds to comply with A/85. **In fact, applying further leveling processes may be detrimental to the audio quality (e.g., it may artificially flatten the dynamic range and alter the creative intent without adding any benefits towards compliance).**

HBO performed extensive measurements of our audio signals and applied the procedures in the ATSC Recommended Practice, while still maintaining the high-fidelity premium sound that subscribers expect. Our A/85 compliant implementation does not anticipate downstream audio level adjustments by distributors (i.e., our implementation was architected for "pass-through or unity gain" of our digital streams).

If you have any questions or need additional information, please do not hesitate to contact me. Also, feel free to contact the HBO Affiliate Hotline at 212-512-5666 or hotline@hbo.com.

Thank you for your continued support of HBO and Cinemax, and also your support in optimizing the consumer's premium audio experience.

Regards,