

# **ANSI/CTA Standard**

**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)**

**ANSI/CTA-766-D**

**(Formerly ANSI/CEA-766-D)**

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**Consumer  
Technology  
Association**

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(Formulated under the cognizance of the CTA **R4.3 Television Data Systems Subcommittee**.)

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**FOREWORD**

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

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## **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**

This standard augments ATSC A/65 [A65] 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, this standard specifies the exact syntax to be used to define the U.S. and Canadian Rating Region Tables (RRT) in accordance with ATSC A/65 [A65] 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/65 [A65] Section 6.9.3. Thus DTV receivers are able to block unwanted programs as determined by the user.

This standard 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 normative provisions of this standard. At the time of publication, the editions indicated were valid. All standards are subject to revision. Users of this Standard are cautioned that a newer edition might or might not be compatible.

#### **2.1 Normative References**

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

[A65] ATSC A/65:2009, Program and System Information Protocol for Terrestrial Broadcast and Cable, Advanced Television Systems Committee, 14 April 2009.

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

The normative references listed in Section 2.1.1 may be acquired from the following sources:

ATSC Standards:

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

#### **2.2 Informative References**

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

[CPR] ATSC Code Point Registry

[608] ANSI/CEA-608, Line 21 Data Service

[FCC] 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; 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., Washington, DC 20006, Phone 202-872-9160; Internet <http://www.atsc.org>

FCC

- FCC Regulations, U.S. Government Printing Office, Washington, D.C. 20401; Internet [http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title47/47tab\\_02.tpl](http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title47/47tab_02.tpl)