



Jim Starzynski is Director and Principal Audio Engineer for NBCUniversal Advanced Engineering, overseeing audio technologies and practices for all NBCUniversal television properties. This includes the company's two broadcast networks, 2 national multicast networks, 28 owned stations and 16 cable channels. Jim is responsible for establishing NBC's audio strategy for Digital Television.

Jim is chairperson of Advanced Television Systems Committee's technical subgroup S34-2 on Next Generation Audio and chairs S6-3, the group that developed ATSC-A/85, the Emmy Award winning Recommended Practice on Loudness for Digital Television. He is chairman of the Sports Video Group's DTV Audio Group, chairs the AES Group for On-Line Loudness Guidelines and is on the board of directors for the Audio Division of the Consumer Technology Association. He is Technical Committee Co-Chairman for the North American Broadcasters Association, is a SMPTE Fellow and a member of AES. Jim gave expert testimony to the 2009 U.S. Congress on the Commercial Advertising Loudness Mitigation Act (C.A.L.M. Act). He holds four NATAS Emmy Awards for technical achievement for multiple Olympic broadcasts and received the 2006 NATAS George Wensel Innovative Technical Achievement Award. Jim is the 2011 recipient of the ATSC's highest technical honor, the Bernard J. Lechner Outstanding Contributor Award.