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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

DA 91-1277

In the Matter of)
)
Review of the Policy Implications) MM Docket No. 91-221 ✓
of the Changing Video Marketplace)

ORDER GRANTING EXTENSION OF TIME

Adopted: October 10, 1991

Released: October 11, 1991

By the Chief, Mass Media Bureau:

1. On July 11, 1991, the Commission adopted a Notice of Inquiry in MM Docket No. 91-221, 6 FCC Rcd 4961 (1991) (Notice), in the above-captioned proceeding in order to seek wide-ranging comments on changes in the state of the video marketplace and the public policy implications that flow from these changes. The inquiry sought comment on several apparent trends, including the increasing competition in, and fragmentation of, the video marketplace; technological advances such as digital signal compression techniques; the ability of some competitors to rely on revenue from direct viewer payment instead of, or in addition to, advertising; and the rapid increase in the availability of national sources of programming. The Commission established a deadline of October 22, 1991, for filing comments and a deadline of November 21, 1991, for filing reply comments.

2. Before the Commission is a motion for extension of time filed by the Motion Picture Association of America and the Association of Independent Television Stations (MPAA/INTV) on October 3, 1991. The motion requests an extension of time to file comments until November 21, 1991, and reply comments until December 19, 1991. Both motions are unopposed.

3. MPAA/INTV requests an extension to permit full evaluation of the broad, complex issues raised in the Notice. While MPAA and INTV member companies have been reviewing these issues, they will not have sufficient time before the current due date for comments to assemble their members and analyze the issues in depth.

4. As set forth in Section 1.46 of the Commission's Rules, 47 C.F.R. § 1.46, it is our policy that extensions of time not be routinely granted. In order to evaluate current industry circumstances and apparent trends in the video marketplace, however, we expect interested parties to provide complex economic and technical evidence and analyses on a broad range of issues. It appears reasonable to provide parties with an additional brief period of time to compile and analyze the data and determine the apparent trends and their implications for Commission policies. Therefore, we will grant the motion and extend the deadline for filing initial comments to November 21, 1991, and the deadline for filing replies to December 19, 1991.

5. Accordingly, IT IS ORDERED that the Motion for Extension of Time filed by the Motion Picture Association of America and the Association of Independent Television Stations IS GRANTED.

6. IT IS THEREFORE ORDERED that the time for filing comments and reply comments in this proceeding ARE EXTENDED to **November 21, 1991**, and **December 19, 1991**, respectively.

7. This action is taken pursuant to authority found in Sections 4(i) and 303(r) of the Communications Act of 1934, as amended, and Sections 0.204(b), 0.283, and 1.46 of the Commission's Rules.

8. For further information concerning this proceeding, contact Beverly McKittrick, Policy and Rules Division, Mass Media Bureau, (202) 632-5414.

FEDERAL COMMUNICATIONS COMMISSION


Roy D. Stewart
Chief, Mass Media Bureau

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