



MOTION PICTURE ASSOCIATION
OF AMERICA, INC.
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FILE

OCT 3 - 1991

Federal Communications Commission
Office of the Secretary

October 3, 1991

FRITZ E. ATTAWAY
SENIOR VICE PRESIDENT
FOR GOVERNMENT RELATIONS

BY HAND

Donna R. Searcy
Secretary
Office of Managing Director
Federal Communications Commission
1919 M Street, NW
Room 222
Washington, DC 20554

RE: FCC MM Docket No. 91-221
In The Matter Of _____
Review of the Policy Implications of
the Changing Video Marketplace

Dear Ms. Searcy:

Please find attached an original and four copies of "Motion for Extension of Time" filed today in the above referenced proceeding.

If you have any questions please contact the undersigned.

Sincerely,

FEA/mk
Attachment

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OCT 3 - 1991

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

Federal Communications Commission
Office of the Secretary

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

TO: The Commission

MOTION FOR EXTENSION OF TIME

In accordance with Section 1.46 of the Commission's rules,¹ Motion Picture Association of America, Inc. ("MPAA") and the Association of Independent Television Stations, Inc. ("INTV") hereby respectfully move that the Commission extend the period of time for filing comments and reply comments in response to the pending Notice of Inquiry ("NOI")² in the above-referenced proceeding.

MPAA and INTV ask that the date for comments be extended for thirty (30) days, from October 22, 1991 to November 21, 1991, and that the date for reply comments be extended for twenty-eight (28) days, from November 21, 1991 to December 19, 1991.

¹ 47 C.F.R. Sec. 1.46 (1986).

² FCC 91-215 (rel. Aug. 7, 1991)

Both MPAA and INTV can show good cause why the Commission should grant the requested extension.

The issues raised in the NOI are extraordinary in their scope and complexity. They require a fundamental assessment of facts regarding the current and future video marketplace, and an evaluation of how a panoply of current regulations may or could affect the shape of the marketplace. Both MPAA and INTV member companies have been reviewing the complex and interrelated issues in the Commission's NOI for the last several weeks.

To permit full evaluation of the extraordinary range and scope of the issues presented, MPAA has scheduled a meeting of the top executives from the television divisions of its member companies. Due to various scheduling conflicts, it is not possible for MPAA to convene such a meeting until October 23, 1991, the day after the current due date for comments. This meeting represents an extraordinary assemblage of industry officials to consider seriously and in depth the extremely important issues raised by the Office of Plans and Policy study and the Commission's inquiry. The Commission's record will benefit greatly from the insight provided by this session of representatives of the leading television program companies.

Similarly, the board of directors of INTV will hold its annual fall meeting from October 16-18, 1991; this meeting was

scheduled well prior to release of the NOI. The agenda for that meeting includes a wide-ranging discussion of the issues raised in the NOI. Due to the great importance to INTV's membership of the issues under review, INTV believes a duly considered position is best developed with the guidance and full participation of the industry professionals comprising its board. The Commission's record will benefit greatly from the insight provided by this important gathering of representatives of the independent broadcast television community.

MCAA and INTV submit that the enhancement of the Commission's decision-making record that would result from the brief extension requested is not offset by any risk of undue delay in the Commission's process or harm to any interested party, particularly inasmuch as this proceeding is still in the inquiry stage and no specific action is proposed at this time.³ In the past, when the Commission has presented "a broad range of complex technical and economic issues" in a proceeding, it has seen fit to provide reasonable extensions of time for filing comments, recognizing that thus to facilitate the participation of broadly-representative groups that are in "an especially unique position" to provide expert analysis "may greatly increase the quality and scope of the

³ Additionally, we are advised that two other broadly representative trade groups whose members have an important stake in this proceeding -- the National Association of Broadcasters and the National Cable Television Association -- do not oppose this request.

data and analysis submitted."⁴ MPAA and INTV have requested the minimum period of time within which these organizations believe they will be reasonably able to conduct the analysis required.

WHEREFORE, the foregoing premises having been duly considered, Motion Picture Association of America, Inc. and the Association of Independent Television Stations, Inc. move that the Commission extend its comment periods in the above-referenced proceeding as requested herein.

⁴ "Order Granting Motions for Extension of Time to File Comments" in Gen. Docket No. 89-89 (DA 89-753) (rel. July 3, 1989) at para. 5.

Respectfully submitted,

MOTION PICTURE ASSOCIATION OF
AMERICA, INC.

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DATED: October 3, 1991