



**The Internet & Television Association**  
25 Massachusetts Avenue, NW | Suite 100  
Washington, DC 20001  
(202) 222-2300

**Rick Chessen**  
Chief Legal Officer  
Senior Vice President, Legal & Regulatory Affairs  
o (202) 222-2445 e rchessen@ncta.com

March 30, 2018

**VIA ECFS**

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

**Re: In re Modernization of Media Regulation Initiative, MB Dkt. No. 17-105**

Dear Ms. Dortch:

On March 28, 2018, Jill Luckett, Senior Vice President, Program Network Policy; Diane Burstein, Vice President and Deputy General Counsel; Stephanie (Podey) Kuhl, Vice President and Associate General Counsel; and I, all of NCTA – The Internet & Television Association, met with Matthew Berry, Chief of Staff, and Alison Nemeth, Media Advisor, to Chairman Ajit Pai, regarding the above-captioned proceeding.

We explained that the marketplace for children's programming has changed significantly in recent years, including a marked shift to online consumption.<sup>1</sup> We expressed our support for a Commission proceeding to evaluate the existing rules impacting children's television programming in light of the current marketplace, including rules and policies that affect cable programmers and operators.<sup>2</sup>

Please address any questions regarding the foregoing to the undersigned.

Sincerely,

/s/ **Rick Chessen**

Rick Chessen

cc: Matthew Berry  
Alison Nemeth

---

<sup>1</sup> See NCTA Comments at 20-21 (July 5, 2017).

<sup>2</sup> See *id.* at 21-22; Viacom Reply Comments at 3-6 (Aug. 4, 2017).