



**The Internet & Television Association**  
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April 4, 2019

**VIA ECFS**

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

**Re: In re MB Dkt. Nos. 17-105; 18-202**

Dear Ms. Dortch:

On April 3, 2019, Keith Murphy, Senior Vice President, Government Relations and Regulatory Counsel of Viacom; and Jacqueline Clary, Senior Director, Program Network Policy of NCTA – The Internet & Television Association; and the undersigned, met with Commissioner Michael O’Rielly and Joel Miller, Chief of Staff and Media Legal Advisor, regarding the above-captioned proceedings.

Consistent with NCTA filings in the docket,<sup>1</sup> we explained that the marketplace for children’s programming has changed significantly in recent years, including a marked shift to online consumption. These trends and an uneven regulatory environment negatively impact investment in quality children’s programming on cable. We reiterated the industry’s commitment to children and parents and the safe space the Commission helped create for them on cable. We urged the agency to modernize its children’s programming rules in order to provide cable programmers with greater flexibility to serve these important audiences.

Please address any questions regarding the foregoing to the undersigned.

Sincerely,

**/s/ Rick Chessen**

Rick Chessen

cc: Commissioner Michael O’Rielly  
Joel Miller

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<sup>1</sup> See NCTA Comments, MB Docket No. 17-105 at 20-21 (July 5, 2017); See also NCTA Comments, MB Docket No. 18-202 (Sept. 24, 2018).