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MOTION PICTURE ASSOCIATION
OF AMERICA, INC.
1600 EYE STREET, NORTHWEST
WASHINGTON, D.C. 20006
(202) 293-1966

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MAR 2 - 1989

Federal Communications Commission
Office of the Secretary

EX PARTE

FRITZ E. ATTAWAY
VICE PRESIDENT & COUNSEL

March 2, 1989

Donna R. Searcy
Secretary
Office of Managing Director
Federal Communications Commission
1919 M Street, N.W. Room 222
Washington, D.C. 20554

Re: FCC Docket No. MM 87-268

Dear Ms. Searcy:

Please add the attached news release refining the Motion Picture Association's position on high-definition television (HDTV) to our earlier comments regarding the above referenced proceeding.

If you have any questions please contact the undersigned.

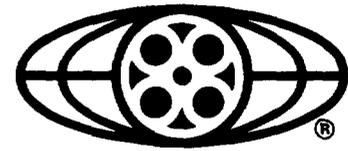
Sincerely,

A handwritten signature in cursive script that reads "Fritz E. Attaway (mk)".

FEA:mk
attachment



NEWS RELEASE



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FOR IMMEDIATE RELEASE

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Federal Communications Commission
Office of the Secretary

VALENTI ANNOUNCES MPAA POSITION ON HDTV

Washington, D.C., Wednesday, March 1, 1989,... Today, Jack Valenti, President and Chief Executive Officer of the Motion Picture Association of America issued a statement which represents the position of the Association on the issue of High Definition Television (HDTV).

More than a year ago, MPAA announced its endorsement of the 1125/60 HDTV system as a desirable universal HDTV production and program exchange standard. As producers of feature films and television programs for domestic and foreign markets, we recognize the significant advantages that would accrue to the public and the licensees of programs if a single, universally-accepted "studio standard" were adopted.

At that time, such action seemed both logical and appropriate as a helpful stimulus for further research and development by organizations involved with the 1125/60 system, and to lend support to those seeking approval of a single worldwide technical standard for protection and program exchange.

We continue to consider the 1125/60 system, with improvements over the original design in response to recommendations by U.S. technical experts to be a possible worldwide system.

In the interim, however, much has transpired.

Firstly, the HDTV standard's issue has become more heavily politicized, and as a result, the prospects for universal acceptance of any single codified studio standard for HDTV have grown much more difficult to achieve.

Secondly, MPAA member companies have undertaken to scrutinize more closely their own technical needs, concerns, and sensitivities relative to the high definition television production process. We have concluded that more thought and development should be applied to this area.

Thirdly, our industry has begun to realize that its own parochial decisions with respect to HDTV standards could have a possible effect on a range of dual-technology areas such as signal processing applications, semi-conductor production, and computer manufacturing.

We remain confident that High Definition Television will have a positive, significant effect on the television and motion picture industry, based on the enhanced appeal of programs to the public viewing them on future HDTV receivables. But we believe a more thorough and detailed evaluation of all HDTV systems is necessary to ensure these positive effects. Therefore, the position of the MPAA member companies is as follows:

We support and urge the adoption of a single, worldwide HDTV "studio standard" as the best possible guarantee for efficient global program creation and interchange, much in the same manner the 35mm film standard continues to serve in the film community.

We support the development of a global multi-standard TV set, that is, a TV set that will hospitably receive any standard of transmission. This kind of receiver is the best possible safeguard for consumers.

We support the coordination of the entertainment industry's policies on key HDTV matters with American industry's broader economic and business aims.

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