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November 6, 2017

**VIA ECFS**

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

**Re: Notice of *Ex Parte* Communication in GN Docket No. 16-142**

Dear Ms. Dortch:

On November 3, 2017, the undersigned, John I. Taylor, Senior Vice President, Government Relations, LG Electronics North America (“LG”), met with Commissioner Brendan Carr. On November 6, 2017, I met separately with Holly Saurer, Acting Legal Advisor to Commissioner Mignon Clyburn; and Kate Black, Policy Advisor to Commissioner Jessica Rosenworcel.

During the meetings, I reiterated LG’s enthusiastic support for the Commission’s efforts to bring the benefits of Next Gen TV to the American public. I noted that by allowing broadcasters and manufacturers to implement the ATSC 3.0 transmission standard on a voluntary, market-driven basis, the FCC will not only enable broadcast innovation, but ensure a smooth pro-consumer transition as viewers embrace Next Gen TV at their own pace. I discussed the early adoption of the ATSC 3.0 standard in South Korea and LG’s introduction of 4K UHD TVs with dual ATSC 3.0 - ATSC 1.0 tuners there, explaining how the installed base of TVs with 3.0 tuners is expected to grow in the United States in the years ahead.


I also discussed the points raised in LG’s Comments and Reply Comments filed in GN Docket No. 16-142 regarding the importance of incorporating A/322 – the ATSC 3.0 “Physical Layer Protocol” standard – into the Commission’s Next Gen TV rules. I discussed parts of the Commission’s proposed Report and Order<sup>1</sup> that would require Next Gen TV broadcasters to transmit their primary video programming stream with A/322 for a five-year period after which the requirement would sunset. I again emphasized the need for certainty for manufacturers and consumers with A/322 and discussed the shared goal of not disenfranchising viewers in the Next Gen TV transition.

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<sup>1</sup> Draft Order found at [http://transition.fcc.gov/Daily\\_Releases/Daily\\_Business/2017/db1026/DOC-347455A1.pdf](http://transition.fcc.gov/Daily_Releases/Daily_Business/2017/db1026/DOC-347455A1.pdf).

Finally, I made the point that Next Gen broadcasting promotes innovation because A/322 is optimized to provide broadcasters with the broadest of flexibility and versatility, both serving consumers with new television services and supporting new business-to-business opportunities such as automotive and digital signage applications.

Respectfully Submitted,



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