



October 30, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

**Re: MB Docket No. 02-230**

Dear Chairman Powell:

On behalf of Zenith Electronics Corporation, a long-time leader in digital television technology, we hereby provide you with information on issues relevant to your consideration of the broadcast flag.

First, Zenith expects that the cost of implementing the broadcast flag in its products with digital outputs will be very small.

Second, with regard to the timing necessary to implement broadcast flag technology, the typical new product design cycle is about 18 months from the FCC's final adoption of rules, but Zenith will make every effort to accelerate its implementation of the broadcast flag in sets with digital outputs.

Finally, it is relevant to point out that our product plan for 2004 includes a small number of HDTV models with digital outputs utilizing the IEEE 1394 interface with 5C copy protection. The great majority of Zenith's models do not have digital outputs.

If there are any questions concerning this matter, please contact the undersigned directly.

Respectfully submitted,

John I. Taylor  
Corporate Vice President

cc: Commissioner Kathleen Q. Abernathy  
Commission Kevin J. Martin  
Commissioner Michael J. Copps  
Commissioner Jonathan S. Adelstein  
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MB Docket No. 02-230