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December 23, 2003

36683.00002

Filed Electronically

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20054

Re: ***Ex Parte* Presentation**
MB Docket No. 03-15, RM 9832, Second Periodic Review of the Commission's
Rules and Policies Affecting the Conversion to Digital Television

Dear Ms. Dortch:

This is to notify you that on December 11, 2003, Michael Petricone and Jeff Joseph, vice presidents of the Consumer Electronics Association ("CEA") and the undersigned met with Rick Chessen, William Johnson, Keith Larson, Thomas Horan, Mary Beth Murphy and Peter Corea of the Media Bureau; and Bruce Franca and Alan Stillwell of the Office of Engineering and Technology.

During the meeting discussion centered on a number of efforts that CEA is conducting and participating in, both unilaterally and with cable providers, broadcasters and retailers, to push the transition forward by making consumers more aware of the digital transition and the programming available for viewing on digital high definition sets. We also touched upon issues such as the use of low power by some digital broadcasters, voluntary tuner specification goals, and implementation of the DTV tuner mandate. Discussion was consistent with Comments and Reply Comments filed by CEA. Copies of CEA's Consumer's Guide to the Wonderful World of HDTV and the Fall 2003 edition of the HDTV Guide were distributed to the staff and are attached to this notice. CEA Market Research now projects that 4.3 million DTV units will be sold in 2003 and 5.8 million in 2004, a substantial increase over CEA's projections when its Comments and Reply Comments were filed.

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In accordance with Section 1.1206 of the Commission's rules, this letter is being filed electronically in the above docket and sent to each Commission participant noted above.

Very truly yours,

A handwritten signature in black ink, appearing to read "DR Siddall". The signature is written in a cursive, somewhat stylized font.

David R. Siddall
Counsel to the Consumer Electronics Association

DRS:er
Attachments (2)