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EX PARTE OR LATE FILED

March 9, 2004

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Delivered by Hand

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

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MAR - 9 2004

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

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 March 4, 2003, Michael Petricone, Vice President, Technology Policy, the Consumer Electronics Association ("CEA") and the undersigned met with Rick Chessen, Keith Larson, Thomas Horan, Peter Corea, Eloise Gore and Kim Matthews of the Media Bureau; and Alan Stillwell of the Office of Engineering and Technology.

Our discussion centered on the efforts of CEA, working with manufacturers and retailers, to foster consumer awareness and knowledge of the broadcast digital transition and the capabilities of related consumer products. CEA provided copies of materials that it distributes to retailers and consumers to explain the terms used with digital products, including clear explanations of "high definition," "extended definition," and "standard definition" television sets. Also included was a recent copy of TV Guide in which CEA published a consumer buyers' guide to better inform viewers about the digital consumer products; a list of CEA's Winter/Spring 2004 HDTV initiatives; the CEA Guide to HDTV; copies of the CEA DVD titled *HDTV: Turn It On!*; a CEA/Comcast DVD titled *HDTV*; the Winter, 2004, *HDTV Guide*; and several other related brochures that are distributed and used to better educate consumers about digital products. This material demonstrates the sustained wide reach of CEA's efforts to provide consumers with timely and accurate information on consumer digital products, including, in particular, information on the resolution of displays.

In addition, consistent with our comments and reply comments in this proceeding, we addressed our opposition to mandatory labeling requirements. We noted the limitations of any particular label, especially the problems of terminology to describe products and technologies that are changing rapidly; and noted issues related to the FCC's statutory

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authority and notice in this proceeding that may arise if certain types of labels are required by edict for television receivers and monitors.

In accordance with Section 1.1206 of the Commission's rules, 47 C.F.R. § 1.1206, this letter is being filed in the above docket and sent by email to each Commission participant noted above. Copies of all materials available at the meeting are submitted with this letter.

Very truly yours,

A handwritten signature in black ink, appearing to read "DR Siddall". The signature is written in a cursive, flowing style.

David R. Siddall
Counsel to the Consumer Electronics Association

DRS:er
enclosures

DOCKET NO. 03-15

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