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July 13, 2004

VIA ECFS
Ms. Marlene H. Dortch
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, D.C. 20554

Re: Ex Parte Communications in CS Docket 97-80 and MB Docket 03-15.

Dear Ms. Dortch:

On July 13, 2004, Julie Kearney of the Consumer Electronics Association (CEA) and Marc Pearl of the Consumer Electronics Retailers Coalition (CERC), accompanied by the undersigned, on behalf of CEA and CERC, met with Commissioner Jonathan S. Adelstein and Legal Advisor Johanna Mikes Shelton. The subject was the Digital Television Transition. The following CEA and CERC positions of record, in the dockets referenced above, were reviewed:

- Cable operator support of Digital Cable Ready (DCR) televisions, via adequate planning and stocks of CableCARDS, prompt delivery, and appropriate minimization and allocation of costs, is essential to the success of DCR devices within the framework of FCC regulations. In the longer term, the only way to assure a "level playing field" for competitive products is the reliance, in cable-operator-supplied devices, on the security mechanism made available to competitive entrants, as has been provided for in the existing regulations that set a date of July 1, 2006 for such reliance.

- CEA and CERC each has offered to cooperate with the Commission on a voluntary program to enhance public awareness of the DTV Transition. The independent efforts of CEA and of CERC members were reviewed. CEA, CERC, and their respective members are willing to join with the Commission and other interested parties in a positive and proactive public awareness and educational campaign about the transition to digital media.

This letter is being provided to your office in accordance with Section 1.1206 of the Federal Communications Commission rules. A copy of this letter has been delivered to the parties listed below.

Very truly yours,

Robert S. Schwartz

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cc: Commissioner Adelstein
Johanna Mikes Shelton