



Consumer Federation of America

August 7, 2004

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re Ex Parte Communication in
Inquiry Concerning A La Carte, Themed Tier Programming and Pricing Options for
Programming Distribution on Cable Television and Direct Broadcast Satellite Systems, MB
Docket No. 04-207.

Dear Ms. Dortch

Dr. Mark Cooper met with Commissioner Jonathan S. Adelstein and Scott Bergmann described the Consumer Federation's view of *a la carte* pricing for cable and satellite TV. Dr. Cooper stressed that the policy CFA advocates is mixed bundling, which gives consumers the choice of bundles or individual programs, for digital service customers. Since most of the criticism from the industry was focused on pure unbundling and assumes unrealistic set top box costs, it is largely irrelevant.

Sincerely,

Mark Cooper