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ATTORNEYS AT LAW

April 8, 2005

EX PARTE – Via Electronic Filing

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

Re: Docket No. MB 03-15, Second Periodic Review of the Commission's
Rules and Policies Affecting the Conversion to Digital Television; Docket
No. MM 00-167, Children's Television Obligations of Digital Television
Broadcasters

Dear Ms. Dortch:

On Thursday, April 7, 2005, Dominic Perri, PSVratings, Inc., Damon Ladson and Patricia Paoletta of Harris, Wiltshire & Grannis LLP, counsel to PSVratings, Inc., met with William Johnson, Rick Chessen, Mary Jo Murphy, Mary Beth Murphy, Policy Division Chief of the Media Bureau and Hugh Van Tuyl of OET on the above-captioned proceeding on behalf of the Coalition for Independent Ratings Services.

In the course of discussion, PSVratings, Inc. reiterated the Coalition's arguments for maintaining the existing openness of the V-Chip architecture,¹ and therefore to deny the Petition of the Consumer Electronics Association² that would limit an alternate rating region table (RRT) to 0x05. The Coalition disputed CEA's arguments that maintaining the existing open architecture to enable all eight RRT's to be populated with competitive ratings systems would add significant cost, given the nominal cost of memory in today's market.

¹ See *Comments of the Coalition for Independent Ratings Services on Children's Television and Opposition to CEA Petition*, MB Docket No. 03-15 and MM Docket No. 00-167 (January 21, 2005).

² See *Petition of the Consumer Electronics Association for Clarification and/or Reconsideration*, MB Docket No. 03-16 (November 3, 2004).

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PSVratings, Inc. noted that Tri-Vision's comments refer to their intent to adhere to the Commission's policy of non-discriminatory, reasonable licensing terms for intellectual property rights related to the V-Chip technology. While an open architecture may pose some fractionally insignificant costs to equipment manufacturers, a reasonable, non-discriminatory licensing fee is on balance presumably worth the minimal cost, given the societal benefit in effective tools that help caregivers' manage the entertainment content and information their families consume.

In accordance with FCC rules, we ask that a copy of this letter be filed in the above-captioned docket.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Patricia Paoletta', with a long horizontal flourish extending to the right.

Patricia Paoletta
Counsel to PSVratings, Inc.

cc: Bill Johnson
Rick Chessen
Mary Jo Murphy
Hugh Van Tuyl