



BET Networks > Famous Music > MTV Networks > Paramount Pictures

Keith R. Murphy
Vice President
Government Relations & Regulatory Counsel

March 16, 2007

Marlene Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Room TWB204
Washington, DC 20554

Re: Ex Parte Presentation in MB Docket No. 04-207

Dear Ms. Dortch:

On March 15, 2007, Philippe Dauman, President and Chief Executive Officer, Viacom Inc., DeDe Lea, Executive Vice President – Government Relations, Viacom Inc., and I met separately with Chairman Kevin Martin and his legal advisor, Heather Dixon, and Commissioner Robert McDowell and his legal advisor, Cristina Chou Pauzé.

During these meetings, we discussed Viacom's longstanding opposition to government-mandated a la carte cable, noting that such a mandate would only serve to limit consumer choice while increasing consumers' costs. Programming networks devoted to serving niche or minority audiences, including Viacom-owned networks like BET, CMT or Nickelodeon, would suffer most, undermining the FCC's touchstone goal of promoting program diversity.

We also discussed Viacom's landmark deal with Joost, an online, broadcast-quality video service that will feature hundreds of hours of free, ad-supported Viacom content – much like traditional television. Without government intervention, Viacom content is migrating to the Internet and mobile phones, thereby providing consumers with greater choice in programming and pricing.

The above-referenced proceeding is not restricted, and notice of these meetings is made pursuant to Section 1.1206 of the Commission's Rules.

Sincerely,

Keith R. Murphy
Vice President, Government Relations and Regulatory Counsel
Viacom Inc.

cc: Heather Dixon

Cristina Chou Pauzé