



Becky Powhatan Kelley
Executive Vice President
Distribution & Business Affairs/
General Counsel

The Weather Channel, Inc.
300 Interstate North Parkway
Atlanta, GA 30339

(PHONE) 770.226.2310
(FAX) 770.226.2632
(EMAIL) bpowhatan@weather.com

May 18, 2007

VIA ELECTRONIC SUBMISSION

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-A325
Washington, D.C. 20554

Re: CS Docket No. 98-120
In the Matter of Carriage of Digital Television Broadcast Signals:
Amendment to Part 76 of the Commission's Rules

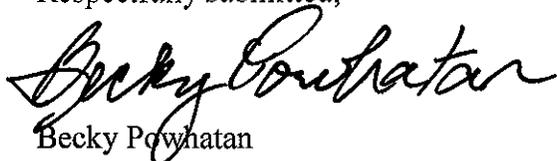
Dear Ms. Dortch

On May 16, 2007, Becky Powhatan, Ray Ban and Randy Nuckolls, representing The Weather Channel, Inc., met with Commissioner Copps and Rick Chessen, Commissioner Copps' Senior Advisor. The parties discussed the history of The Weather Channel, Inc. and the detrimental impact that a la carte or any expansion of the must carry requirements would have on The Weather Channel[®] and Weatherscan[®] networks. The Weather Channel and Weatherscan networks are owned by The Weather Channel, Inc.

The parties submitted the attached marketing sheet on Weatherscan.

Pursuant to 47 C.F.R. § 1.1206, this notice is being filed electronically with the Commission. Please contact the undersigned with any questions you may have.

Respectfully submitted,



Becky Powhatan

cc: Commissioner Copps
Rick Chessen

Attachment

Customizable. Local. Always.



• Current conditions always on

• Local Doppler radar always on

• In-depth local weather, including forecasts for your favorite outdoor activities, is presented in the main "weather window"

• Local forecasts always on

• "City Ticker" at the bottom of the screen with current conditions and forecasts for surrounding cities, areas of interests, and airport delays

Immediate access to the local weather your customers want

- Multi-screen format provides constant access to local forecasts, Doppler radar & current conditions
- "City Ticker" at bottom of screen with weather information for surrounding cities
- More in-depth local weather information available in main "weather window"

"Weather Window" content can be customized for your local area's favorite activities

Traffic information available in select markets

Co-branding

Weatherscan can be co-branded with your logo, allowing you to "own" weather

Flexible local advertising opportunities

- Avails
- The Crawl

Proven, effective digital acquisition and retention tool

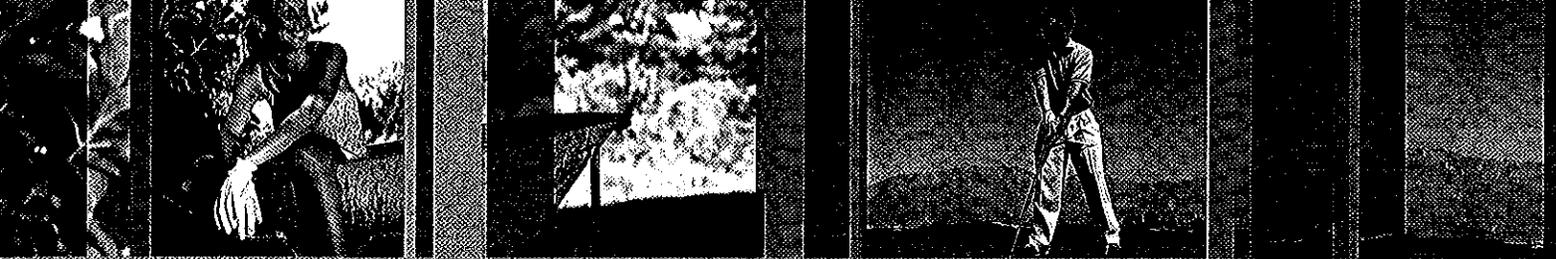
- Ranked #4 Emerging/Digital Network that is of interest to non-subscribers to Cable*
- Customized tagline available to support retention
- Marketing materials available



weatherscan

All local. All the time.

* Source: TWC Consumer & Strategic Research: 2005 Beta Non-Subscriber to Cable Study, reported in July 2005



Customizable. Local. Always.

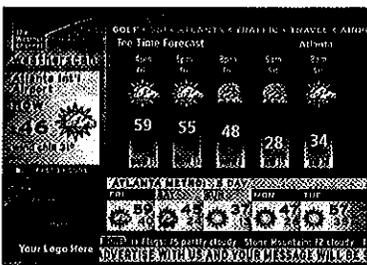
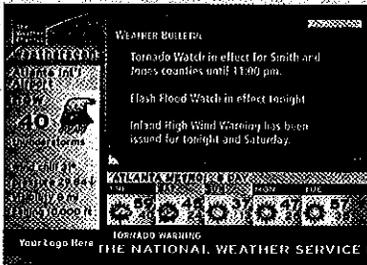
Easy for your customers to use

- At-a-glance current conditions, forecasts and Doppler radar always on at the left and bottom of the screen
- "City Ticker" at the bottom of the screen show viewers what's happening in surrounding cities, areas of interest and airport delays
- Severe weather watches and warnings
 - Critical information your customers need and cannot receive on satellite

Relevant to your customers' active lives

"Weather Window" customizable content includes your choice of:

- Golf Course Forecasts
- Spanish Forecasts
- Surf Reports
- Gardening Forecasts
- Allergy reports
- And more!



weatherscan®

All local. All the time.