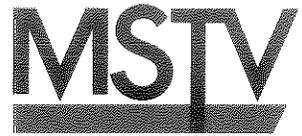


ASSOCIATION FOR **MAXIMUM SERVICE TELEVISION, INC.**



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4100 Wisconsin Avenue, NW
Washington, DC 20016

Tel (202) 966-1956
Fax (202) 966-9617

May 15, 2008

Via Electronic Filing

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

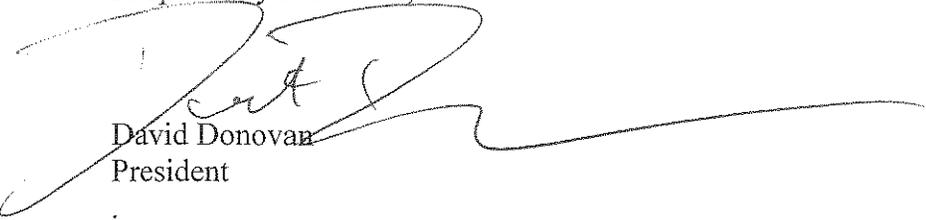
RE: Notice of Ex Parte Communication,
MB Docket No. 07-91

Dear Ms. Dortch:

On May 12, 2008, MSTV filed a letter addressed to Ms. Marlene H. Dortch regarding a meeting with the Media Bureau staff that occurred on May 8, 2008.

Attached, please find the original letter along with a handout that was distributed at the meeting, but omitted from the original May 12th filing.

Respectfully submitted,


David Donovan
President

ASSOCIATION FOR **MAXIMUM SERVICE TELEVISION, INC.**



May 12, 2008

Via Electronic Filing

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12 Street, SW
Washington, DC 20554

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4100 Wisconsin Avenue, NW
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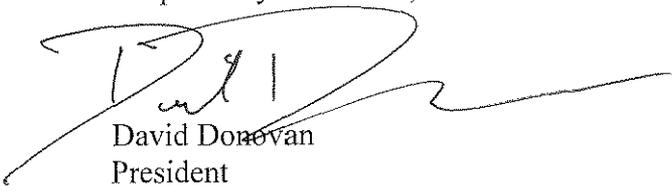
Re: Notice of Ex Parte Communication,
MB Docket No. 07-91

Dear Ms. Dortch:

On May 8, 2008, David Donovan, MSTV; Ann Bobeck, NAB; Anne Lucey, CBS; Susan Fox, Disney; Ira Goldstone, Tribune; Michael Doback, Scripps Howard; Jeff Johnson, Gannett; and Robert Seidel, CBS, met with the following Media Bureau staff: Mary Beth Murphy, Barbara Kreisman, John Gabrysch, Simon Banyai, and Kim Matthews, with regard to the above-captioned proceeding.

At the meeting, MSTV, NAB, and others, noted that while we support adoption of the new PSIP standard, we request that the Commission extend – by one year – the deadline for the implementation of that standard as applied to provisions concerning programming overruns. Ordering and installing the software and hardware needed to comply with the new standard will take a significant investment of resources and time, especially for smaller stations. We noted that the equipment necessary to comply with the program overrun standard will not be available on the market for another six months. We also asked the Commission to clarify that it did not intend to impose requirements that extend beyond the requirements of PSIP, such as providing real-time updates to Event Information Tables.

Respectfully submitted,

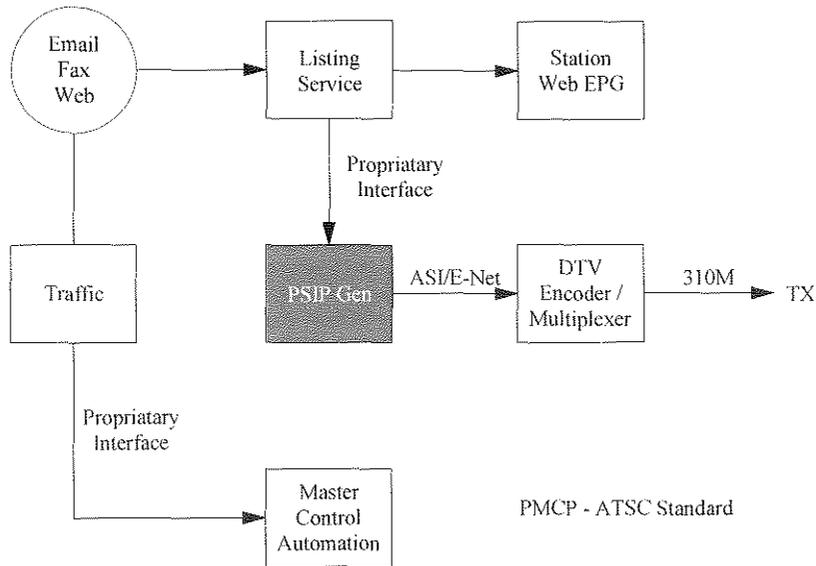


David Donovan
President

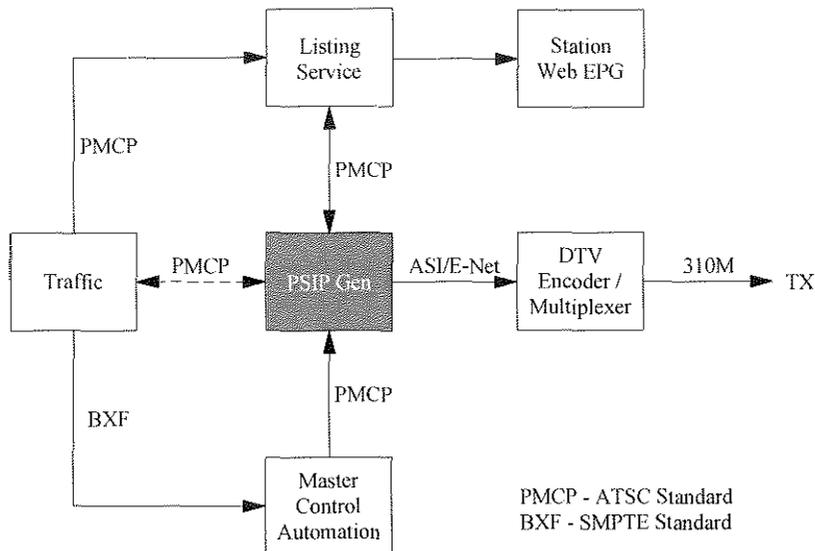
"Basic DTV PSIP System"



"Typical Non-standard Non-realtime PSIP"



"FCC ATSC Compliant Real Time PSIP"



- 1) Traffic provides schedule (including unique identification number UID) to Listing Service and Automation.
- 2) Listing service adds value added data (ETT's, descriptors) while maintaining UID and sends to PSIP Gen & Web EPG.
- 4) Automation processes last minute schedule changes and sends data to PSIP Gen.
- 5) PSIP Gen processes data (merge & updates utilizing UID) and the revised data is sent to the MUX, listing service and web EPG.
- 6) PSIP Gen creates electronic program guide as per ATSC A/65 for broadcast while maintaining completeness & accuracy.
- 7) Future connection between Traffic & PSIP Gen.