



Consumer Electronics Association
1919 South Eads Street
Arlington, VA
22202 USA
(866) 858-1555 toll free
(703) 907-7600 main
(703) 907-7601 fax
www.CE.org

May 28, 2008

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

Re: Ex Parte Submission, MB Docket No. 03-15

Dear Ms. Dortch:

This letter is to notify you that on May 27, 2008, Adam Goldberg, Vice President Government and Industry Affairs with Pioneer Electronics, and the undersigned met with Eloise Gore, Mike Lance, Walid Kassem and Kim Matthews of the Media Bureau and Alan Stillwell of the Office of Engineering & Technology. During this meeting, we discussed program blocking in broadcast television receivers. We sought to clarify that current receivers should be able to respond to the existing U.S. rating system, as documented in CEA-766-A under rating region 01, and should be able to recognize and respond to an additional rating system, which might be updated over time, thus requiring receivers to process version numbers associated with the new rating region table.

We noted that since the Order was adopted on August 4, 2004, CEA-766 has been updated to ANSI/CEA-766-C to make specific accommodation of the requirement to respond to changes in the content advisory rating system by reserving rating region 05 for this purpose. Further, the ATSC code point registry assigns rating region 05 to the U.S. for a downloadable U.S. rating system. Both CEA and ATSC are standards organizations open to any participants. These activities are consistent with CEA's Petition for Clarification and/or Reconsideration filed November 3, 2004, which we continue to support as the clearest expression of the technical means to meet the FCC goals for greater flexibility in program blocking.

In accordance with §1.1206 of the Commission's Rules, one copy of this letter is being filed electronically via ECFS, and delivered via email to the FCC attendees.

Respectfully submitted,



Brian E. Markwalter
Vice President, Technology & Standards
Consumer Electronics Association
1919 S. Eads Street
Arlington, VA 22202
(703) 907-7441

Cc: Eloise Gore
Mike Lance
Walid Kassem
Kim Matthews
Alan Stillwell