

Time Warner

July 10, 2008

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

**Re: DTV.gov Transition Partner Status Report
MB Docket No. 07-148**

Dear Ms. Dortch:

On behalf of Time Warner Cable Inc. ("TWC"), Turner Broadcasting System, Inc. ("Turner"), and Home Box Office, Inc. ("HBO"), I am pleased to further update you on our company's educational efforts to assist with a smooth and orderly digital transition.

As detailed in our April 10, 2008 report, our company fully supports NCTA's comprehensive DTV consumer education campaign, which has been designed to reach millions of cable viewers with useful information about the upcoming transition.¹ In particular, TWC and Turner have contributed valuable advertising time to air public service announcements publicizing the transition and referring viewers to additional resources (such as websites and toll-free numbers) for more detailed information. This support will continue throughout the remainder of the transition period.

TWC has additionally taken steps to inform its customers about the transition by providing detailed FAQ information on its customer websites, and by establishing training programs designed to provide its customer service agents with the information necessary to respond to inquiries on this topic. Further, TWC is fully complying with the Commission's consumer education requirements by providing bill inserts and notices to customers.

With respect to the early transition in Wilmington, NC, TWC is committing additional resources to market-specific educational efforts. For example, the website for the Wilmington-area systems has been updated to highlight the new transition date. Alternate billing inserts, television spots, on-screen crawls, radio scripts, newspaper ads, and in-store displays have also been prepared. In addition, system personnel are participating in media interviews and other outreach efforts.

Finally, HBO and Turner are industry leaders in offering widespread availability of high definition content, which promotes consumers' awareness of digital content offerings and provides incentive for them to migrate to digital reception equipment.

¹ Additional specifics on NCTA's campaign were provided in its April 10, 2008 status report.

July 10, 2008

TWC likewise offers its customers significant high definition content options, and plans to expand those options in the future.

Please contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan A. Mort". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Susan A. Mort
Senior Counsel

cc: Cathy Seidel
Pam Slipakoff
dtvreporting@fcc.gov