



July 10, 2008

BY ELECTRONIC FILING

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

Re: Quarterly Report in MB Docket No. 07-148

Dear Ms. Dortch:

On behalf of DIRECTV, Inc., and pursuant to the Commission's recent *Order* in this docket, I am pleased to provide our second quarterly report on DIRECTV's consumer education efforts related to the ongoing digital transition.¹ DIRECTV is proud of its efforts as a DTV.gov Transition Partner.² We have designed the initiatives described below so that DIRECTV subscribers will be fully informed about the digital transition, and how it may affect them.

Billing Notices. DIRECTV has been providing its customers with monthly bill notices, as required by the *Order*.³ In most cases, DIRECTV has provided information both on the statement itself and in a bill stuffer. In addition, a Spanish translation has been provided for our customers who subscribe to Spanish language packages.

Notices Accompanying Equipment. In accordance with paragraph 46 of the *Order*, DIRECTV has been working with its manufacturers, so that digital transition information is included with its set-top boxes and over-the-air tuners.⁴

Public Service Announcements. Since March 27, 2008, DIRECTV has been running a thirty-second general market PSA, which aired over 3500 times before the end of May. In addition, DIRECTV is airing three different Spanish language PSAs: (i) a thirty and sixty-second spot that began running on VME in March; and (ii) a thirty and

¹ *DTV Consumer Education Initiative*, FCC No. 08-56, ¶ 50 (rel. Mar. 3, 2008) ("*Order*").

² See <http://www.dtv.gov/partners.html>.

³ *Order*, ¶ 38.

⁴ *Order*, ¶ 46.

sixty-second spot running on certain Spanish-language networks that began in May; and (iii) another thirty-second spot which just recently began running on the DIRECTV MAS service.

Print Advertisements: DIRECTV included a full page color educational announcement about the digital transition in its ACCESS programming magazine in April and June 2008.

DIRECTV.com. DIRECTV continues to provide information on the digital transition at www.directv.com/dtv2009, including a DTV transition-related video tutorial, hosted by “Diane,” DIRECTV’s online assistant.

Call Centers. DIRECTV has continued to train its customer service representatives with general information, answers to frequently asked questions, and sample scripts related to the digital transition. We also have developed a process so that we can better track consumer questions and concerns about the DTV transition.

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As described above, DIRECTV is committed to the digital transition. It intends to continually monitor each method of communication described above, and update the information provided as appropriate. Please do not hesitate to contact me should you have any questions regarding these initiatives, or any other issues related to the digital transition.

Sincerely,

/s/ Stacy Fuller
Stacy Fuller
Vice President, Regulatory Affairs