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MAUREEN A. O'CONNELL
SENIOR VICE PRESIDENT,
REGULATORY AND GOVERNMENT AFFAIRS

October 10, 2008

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

RE: MB Docket No. 07-148

Dear Ms. Dortch:

This letter is submitted on behalf of Fox Entertainment Group, Inc., operator of the FOX Television Network ("FOX"), pursuant to the Report & Order in the above-captioned proceeding, to provide the Commission with a report on FOX's consumer education efforts in connection with the digital television transition.¹ As a DTV.gov Partner, FOX takes seriously its responsibility to provide American consumers with information about the momentous conversion to digital television.

During the third quarter of 2008, FOX continued to broadcast an average of two public service announcements ("PSAs") each week during network prime time programming. These PSAs, which are designed to both alert Americans to the pending transition and inform them about its impact on television viewing, aired during some of FOX's most popular programs. Indeed, FOX broadcast digital television PSAs during shows such as *House*, *Cops*, *So You Think You Can Dance*, *'Til Death* and *The Simpsons*. A single episode of *House* alone is often viewed by nearly 15 million Americans.

¹ See *In re DTV Consumer Education Initiative*, MB Docket No. 07-148 (rel. Mar. 3, 2008), at ¶ 50.



FOX is proud of these efforts, and it remains committed to working with the other DTV.gov Partners to help educate American viewers about the digital transition. Should you have any questions regarding this status report, kindly contact the undersigned.

Very truly yours,

/s/ Maureen O'Connell

Maureen A. O'Connell
*Senior Vice President, Regulatory and
Government Affairs
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