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VIA ECFS

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

**Re: Empowering Parents and Protecting Children in an Evolving Media
Landscape, MB Docket No. 09-194
Notice of Ex Parte Presentation**

Dear Ms. Dortch:

On April 27, 2010, George Rose, Executive Vice President and Chief Public Policy Officer of Activision Blizzard, Inc. ("AB"), Gail Markels, Markels Strategies, and Tom Davidson, counsel for AB, met with Millie Kerr, Confidential Assistant and Staff Attorney, Office of Commissioner Meredith Attwell Baker, Federal Communications Commission ("FCC"). The purpose of this meeting was to discuss the comments and reply comments filed in the above-referenced docket. During the meeting, AB explained that there was no public interest basis for the FCC to intervene in the regulation of video games because the video game industry's self-regulatory efforts are adequate to empower parents to make educated decisions regarding their children's access to, and use of, video games. AB described the detailed and effective Entertainment System Rating Board's ratings system that the video game industry has voluntarily employed to provide parents with necessary information to make informed decisions. AB also discussed the existing parental controls employed to empower parents to manage children's access to video games. Finally, AB noted the lack of the FCC's jurisdiction to regulate video games, and that any effort by the FCC to do so would violate the First Amendment.

Please direct any questions to the undersigned.

Respectfully submitted,

/s/ Tom W. Davidson
Tom W. Davidson, Esq.