



Sony Electronics Inc.

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June 16, 2010

VIA ECFS AND ELECTRONIC MAIL

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

Re: Notice of Ex Parte Presentation
In the Matter of Preserving the Open Internet;
Broadband Industry Practices
GN Docket No. 09-191; WC Docket No. 07-52

In the Matter of Video Device Competition;
Implementation of Section 304 of the
Telecommunications Act of 1996; Commercial
Availability of Navigation Devices; Compatibility
Between Cable Systems and Consumer
Electronics Equipment
MB Docket No. 10-91; CS Docket No. 97-80
PP Docket No. 00-67

Dear Ms. Dortch:

On June 15, 2010, Joel Wiginton, Vice President and Senior Counsel, Government & Industry Affairs, and Jim Morgan, Director and Counsel, Government & Industry Affairs, for Sony Electronics Inc. ("SEL"), met with Zachary Katz, Deputy Chief, Office of Strategic Planning & Policy Analysis, Phoebe L. Yang, Chief Counsel and Senior Advisor, National Broadband Plan Task Force, and David S. Goldman, Legal Advisor to Chairman Julius Genachowski, to discuss the above-referenced proceedings.

In this meeting, the SEL representatives reiterated the company's support for: 1) the Commission's efforts to preserve an open Internet through the promulgation of "net-neutrality" regulations; 2) the Commission's proposal to reclassify broadband Internet access services Title II common carrier services and to apply certain, limited portions of Title II to these services in a "light-touch" regulatory structure; and 3) the Commission's "AllVid" proposal for ensuring compatibility between MVPD services and retail navigation devices.

Regarding net neutrality and broadband Internet access reclassification, the SEL representatives endorsed the Commission's initiatives to create simple, reasonable, and well-balanced rules governing the network management practices of broadband service providers. Such rules would provide the regulatory certainty necessary for SEL to continue its investments

in Internet-delivered content, services and applications. By contrast, the absence of regulatory certainty caused by D.C. Circuit's recent decision in *Comcast v. FCC* undermines incentives for continued investment and job creation.

Regarding the Commission's AllVid proposal, the SEL representatives noted the company's long history of involvement in navigation device proceedings before the Commission. They indicated that the AllVid concept represents a technically and economically feasible method for achieving the goals of Section 629 of the Communications Act and, if realized, would allow SEL and other device manufacturers to integrate video content from numerous sources, including the Internet, in a simple, consumer-friendly manner.

Finally, the SEL representatives urged the Commission to ensure that effective and reasonable content protection remains a fundamental component of any final rules promulgated pursuant to the above proceedings.

This letter is submitted as required by Section 1.1207(b)(2) of the Commission's rules.

Sincerely,

/s/

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cc: (via electronic mail)
Zachary Katz
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