

July 28, 2010

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

**Re: Notice of *Ex Parte* Presentation: CS Docket No. 97-80; PP Docket No. 00-67. Implementation of Section 304 of the Telecommunications Act of 1996: Commercial Availability of Navigation Devices; Compatibility Between Cable Systems and Consumer Electronics Equipment**

Dear Ms. Dortch:

This is to notify you that on July 27, 2010, Steve Necessary, Vice President of Video Product Development and Support, Cox Communications, Inc. (“CCI”); Alysia Long, Assistant General Counsel, CCI; Grace Koh, Policy Counsel, Cox Enterprises, Inc. (“CEI”); and the undersigned, counsel to both CCI and CEI, met with William Lake, Chief of the Media Bureau (“Bureau”); Alison Neplokh, the Bureau’s Chief Engineer; Steven Broeckert, Brendan Murray, and Joy Hewitt of the Bureau’s Policy Division; and Jeffrey Neumann and Michelle Hilera of the Bureau’s Engineering Division. The purpose of the meeting was to discuss Cox’s comments in response to the April 21, 2010 notice of proposed rulemaking in the above-referenced dockets (“CableCARD NPRM”).

At the meeting, the parties primarily discussed the benefits of switched digital video (“SDV”) technology and the successful deployment of tuning adapters that allow CableCARD-enabled unidirectional digital cable products (“UDCPs”) to access SDV programming as well as other arguments made in CCI’s comments in the record. The attached handout listing illustrative Cox customer testimonials regarding installation and use of tuning adapters was distributed at the meeting.

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This letter is filed pursuant to Section 1.1206 of the rules of the Federal Communications Commission. Please direct any questions to the undersigned.

Respectfully submitted,

WILKINSON BARKER KNAUER, LLP

By: */s/ Natalie G. Roisman*

Natalie G. Roisman

*Counsel to Cox Communications, Inc. and Cox Enterprises, Inc.*

cc: William Lake, Chief, Media Bureau  
Alison Neplokh, Chief Engineer, Media Bureau  
Steven Broeckaert, Senior Deputy Chief, Media Bureau Policy Division  
Brendan Murray, Policy Division  
Jeffrey Neumann, Engineering Division

## Cox Customer Testimonials on Tuning Adapter Installations<sup>1</sup>

“Cox self-activation was actually very easy. They used the caller ID from my phone to their 866-248-9585 and within one minute the lights on my TA were flashing as advertised. Several minutes later everything was up and working.”

“Extremely easy installation. Calling into Cox via phone was also very easy as they already had my number on record and authorized both TAs right away. Could not have been easier. GREAT JOB TiVo AND COX.”

“Very surprised it went so fast! I kept waiting for the red light to blink and I must have missed it since the amber light went solid amber quickly. Tested the channels I knew I didn’t get and they were there. Very happy! Glad I got 2 as well!”

“Easy to set up and runs seamlessly.”

“[V]ery smooth and I didn’t even have to call Cox to activate – the adapter worked right out of the box.”

“Cox included the self-installation guidelines which seemed very precise and concise. They appear to be targeted to the average subscriber and not the BETA tester as their Step 7. requests a call to a Cox phone number for activation/provisioning of the TA. My TA appears to have come pre-activated, as upon attaching to the RF line in, the initialization process took place and completed with no further action required by me. Recognition of the TA upon connection of the USB cable appeared to be near instantaneous as the TA screen appeared in the time it took me to climb out from the back of the entertainment center. During testing of the subscribed HD switched digital channels, I expected a longer lag time during the request/transmission process, but encountered no additional lag time as compared to HD channels not on the switched digital bandwidth.”

“Pretty Easy!”

“Extremely simple. The Cox representative I spoke with was extremely helpful.”

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<sup>1</sup> The quotes referenced herein are from TiVo surveys conducted around the launch of tuning adapters in the Cox Orange County and Northern Virginia systems.