



# The Walt Disney Company

Susan L. Fox  
Vice President  
Government Relations

August 10, 2010

Ms. Marlene Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554

Re: Ex Parte Presentation in MB Docket No. 10-71

Dear Ms. Dortch:

On August 9, 2010, a meeting was held among Jonathan Baker, Jonathan Levy and Diana Sokolow of the FCC and Susan Fox (Vice President, Government Relations, The Walt Disney Company), Jeffrey A. Eisenach (Managing Director, Navigant Economics LLC) and Kevin W. Caves (Associate Director, Navigant Economics LLC). During this meeting, Mr. Eisenach reiterated the various economic conclusions he has made in a number reports, including the attached paper filed in June 2010, which concluded among other things that “there simply is no basis for believing that government intervention in the market for video programming would do anything but harm consumer welfare.” (“Video Programming Costs and Cable TV Prices: A Reply to CRA”). Mr. Eisenach also reiterated that his analysis shows that that “[a]ggregate service interruptions from retransmission consent negotiating impasses represent approximately one one-hundredth of one percent of annual U.S. television viewing hours.” In addition, Ms. Fox stated there is no factual or legal basis for the FCC to intervene in retransmission consent negotiations or require arbitration for such negotiations. She added that additional government involvement in these negotiations would only encourage parties to abandon the negotiating table in favor of prolonged regulatory proceedings.

Pursuant to Section 1.1206 of the Commission’s rules, an original and one copy of this letter are being filed as notice of this meeting. The proceeding at issue is not restricted and therefore presentations are permitted, but must be disclosed.

Sincerely,

Susan L. Fox

cc: Jonathan Baker  
Jonathan Levy  
Diana Sokolow