



Via Electronic Filing

October 7, 2010

Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth St., S.W.
Washington, DC 20554

Re: Notice of *Ex Parte* Presentation
CS Docket No. 97-80, PP Docket No. 00-67, MB Docket No. 10-91

Dear Ms. Dortch:

This is to notify you that, in the above-entitled matters, on October 6, 2010, Steve Bosch, Director, Home Strategy, and Laura Bishop, Senior Director, Government Relations & Public Affairs, and the undersigned, Vice President and Associate General Counsel, all of Best Buy Co., Inc., had a telephone conversation with Commissioner Robert M. McDowell and with Rosemary Harold, Legal Advisor to Commissioner McDowell. The subject of the conversation was Best Buy's view that the Commission should take action in its "CableCARD" Notice of Proposed Rulemaking by adopting regulations as proposed in Appendix A to the June 28, 2010 joint Reply Comments of the Consumer Electronics Retailers Coalition (CERC) and the Consumer Electronics Association (CEA), as also set forth in the October 6 *ex parte* letter of Julie M. Kearney on behalf of CERC and CEA. Best Buy also urged the Commission to proceed expeditiously to a rulemaking pursuant to its "AllVid" Notice Of Inquiry.

Best Buy expressed the view that the CableCARD NPRM and AllVid proceedings are and will be complementary in allowing television products to achieve the flexibility, sophistication, and ease of use that is now characteristic of most other consumer electronics products such as "smart phones." Best Buy urged that "smart television" products, that meet a clearly perceived consumer demand, can be achieved in the near term by adoption of the key elements required for CableCARD regulations as proposed by CEA and CERC. As discussed in this phone conversation, these were (1) universal support for CableCARD self-installation as the norm, (2) assured availability of subscription channels to subscribers with CableCARD-enabled products, and (3) parity with leased products as to pricing and quality of support.

Best Buy further urged that, in order for the television sector to catch up with the strides made in other areas of consumer electronics, in responding to consumer demands for a single, interactive application platform and user interface, the Commission must proceed with an AllVid rulemaking.



This letter is being provided to your office in accordance with Section 1.1206 of the Commission's rules. A copy of this letter has been delivered by e-mail to each FCC meeting participants.

Respectfully submitted,

/s/ Todd G. Hartman

Todd G. Hartman
Vice President, Associate General Counsel
and Chief Compliance Officer
Best Buy Enterprise Services, Inc.

cc:
Commissioner Robert M. McDowell
Rosemary Harold