



AGP, LLC
Fairfax, VA 22031
+1-202-507-9900

VIA ECFS

November 9, 2010

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

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

Dear Ms. Dortch:

On November 9, 2010, Adam Powers, Senior Director, Rovi Corporation and the undersigned met by conference call with Doug Sicker, Chief Technologist, Office of Strategic Planning & Policy Analysis.

The discussion was limited to positions Rovi has previously taken in the "AllVid" docket. We described generally how Rovi envisions a competitive Electronic Program Guides (EPG) should work in an "AllVid" regime without requiring MVPD operators to supply the EPG data directly.

This letter is being filed electronically via ECFS, and delivered via email to Mr. Sicker.

Kind regards,

/s/

Adam Goldberg
Principal
AGP, LLC

cc: Doug Sicker