



May 19, 2011

BY ELECTRONIC FILING

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

Re: *MB Docket No. 10-91, CS Docket No. 97-80, and PP Docket No. 00-67*

Dear Ms. Dortch:

Throughout this proceeding, many commenters (including DIRECTV) have argued that technological developments already occurring in the market for delivery of video content make regulatory intervention in this area both unnecessary and unwise. Among other things, DIRECTV has noted that the technology being developed by the RVU Alliance would promote the Commission's goals in this proceeding, as it would allow third-party "smart devices" to present the shopping mall of video offerings envisioned by Chairman Genachowski while respecting the rights of content providers and distributors.

As evidenced by the attached press release, DIRECTV has recently begun field trial testing of its Home Media Center, which is powered by an RVU-enabled server. This gateway can transmit a consistent, pixel-accurate user interface for display on a variety of consumer electronic devices that are RVU-compatible, such as connected televisions and Blu-ray players. This initiative marks an important milestone in the development of RVU technology and its implementation in DIRECTV's next-generation platform, which the company expects to roll out nationwide to customers in October 2011.

Respectfully submitted,

/s/

William M. Wiltshire
Counsel for DIRECTV

Attachment

WILTSHIRE & GRANNIS LLP

Marlene H. Dortch

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DIRECTV Launches Field Trial of Its Home Media Center with Industry's First RVU-Enabled DIRECTV Server

New HR34 Server is the Hub of DIRECTV Home Media Center, which will Provide Customers with a 'Receiver-less' Television Solution for the Home

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- DIRECTV, the world's largest pay TV service, has recently started field trial testing for its highly anticipated DIRECTV® Home Media Center that will ultimately provide customers with a "receiver-less" solution for many TVs in their homes. The launch of field trial testing for DIRECTV's model HR34 RVU-enabled server, the heart of the DIRECTV Home Media Center, marks a major milestone both for the RVU technology and the new DIRECTV platform, which the company plans to begin rolling out nationwide to customers in October 2011.

RVU is a client/server-based technology that allows the television viewer to experience a consistent, pixel accurate server-generated user interface on various consumer electronics devices. The RVU specification uses widely implemented UPnP and DLNA technologies to enable a gateway device such as an advanced set-top box to work with non-proprietary client devices such as connected TVs, Blu-ray players and set-top boxes.

"The DIRECTV Home Media Center is going to simplify the way our customers watch television throughout their homes and give them access not only to their favorite content in HD and DVR functionality on each television, but to a consistent, feature rich user interface, no matter what room they are in," said Romulo Pontual, executive vice president and CTO for DIRECTV. "We made a commitment to RVU technology when we joined the RVU Alliance in 2009, and we are excited to see the fruits of the Alliance's labor becoming a reality with the launch of our DIRECTV Home Media Center field trial."

The HR34 will be compatible with RVU certified clients, including DIRECTV's C30 Home Media Clients and RVU compatible televisions. RVU certification for these products is expected to be finalized this June.

DIRECTV is currently a member of The RVU Alliance, founded by Broadcom, Cisco, DIRECTV, Samsung and Verizon, which facilitates the adoption of an open standard technology that allows service providers to expand their unique UI and user experience onto standard consumer devices without the need for proprietary equipment. For more information on the RVU Alliance please visit www.rvualliance.org.

About DIRECTV:

DIRECTV (NASDAQ: DTV) is the world's largest pay TV provider, delivering the premier video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 28.9 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.4 million customers access to more than 170 HD channels and Dolby-Digital® 5.1 theater-quality sound (when available), access to exclusive sports programming such as NFL SUNDAY TICKET™, award winning technology like its DIRECTV® DVR Scheduler and higher customer satisfaction than the leading cable companies for 11 years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay-TV category in technology, programming and service, delivering an unrivaled digital television experience to 9.5 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 60 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please call 1-800-DIRECTV or visit directv.com.

About RVU Alliance

The RVU Alliance is a non-profit organization consisting of over forty industry leading companies in the broadcast operator, CE and device industries including Broadcom, CISCO, DIRECTV, Samsung and Verizon. RVU is a client/server-based technology that allows the television viewer to experience a consistent, pixel accurate server-generated user interface, on various consumer electronics devices. The RVU specification uses widely implemented UPnP and DLNA technologies to enable a gateway device such as an advanced set-top box to work with non-proprietary client devices such as connected TVs, Blu-ray players, and set-top boxes.