



**MOTION PICTURE ASSOCIATION  
OF AMERICA, INC.  
1600 EYE STREET, NORTHWEST  
WASHINGTON, D.C. 20006  
(202) 293-1966**

October 14, 2011

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

Re: Notice of Ex Parte Presentation in MB Docket No. 11-154

Dear Ms. Dortch:

On Thursday, October 13, 2011, Linda Kinney and Paul Brigner of the Motion Picture Association of America (MPAA), Susan Mort of Time Warner, and Alicia Smith of the Smith-Free Group met with Diana Sokolow, Steven Broeckaert, Michelle Carey, Alison Neplokh, Walid Kasse, and Thomas Apone of the Media Bureau, Alan Stillwell of Office of Engineering and Technology, Rosaline Crawford, Eliot Greenwald, and Karen Peltz Strauss of the Consumer and Governmental Affairs Bureau and, together with Keith Murphy of Viacom, met with Sherrese Smith of Chairman Genachowski's office.

The MPAA encouraged the Commission to consider the advantages of the existing closed captioning regime for television when implementing the regime for IP-delivered content. We also talked about difficulties that arise when multiple video programming distributors/providers are involved in making video content available to end users. In addition, we discussed the short-term difficulties that online video providers will confront when the rules first go into effect, especially with regard to identifying which video content has been shown on television with captions after the effective date of the new rules. Finally, MPAA member companies described situations when closed captions are altered to maximize the consumer experience.

Please let us know if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to be "Linda Kinney".

Linda Kinney

cc: Diana Sokolow  
Steven Broeckaert  
Michelle Carey  
Alison Neplokh  
Walid Kassem  
Karen Peltz Strauss  
Alan Stillwell  
Rosaline Crawford  
Eliot Greenwald  
Thomas Apone