



Consumer Electronics Association  
1919 South Eads Street  
Arlington, VA  
22202 USA  
(866) 858-1555 toll free  
(703) 907-7600 main  
(703) 907-7601 fax  
www.CE.org

*Via Electronic Filing*

March 28, 2013

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

*Re: Notice of Ex Parte Presentation – MB Docket No. 12-107*

Dear Ms. Dortch:

This is to notify you that on March 26, 2014, Julie Kearney, Vice President, Regulatory Affairs, Consumer Electronics Association (“CEA”), together with Alex Reynolds, Sr. Manager and Regulatory Counsel, CEA, Paula Boyd, Microsoft Corporation, Jim Morgan, Sony Electronics, Inc., Zach Rothstein, Samsung Electronics America, Inc., Paul Schomburg, Panasonic Corporation of North America, and CEA outside counsel William Maher and Christopher Clark of Wilkinson Barker Knauer, LLP, met with Michelle Carey, Alison Neplokh, Maria Mullarkey, Jeffrey Neumann, and Diana Sokolow of the Media Bureau (“MB”), and Karen Strauss of the Consumer and Governmental Affairs Bureau. Mary Beth Murphy and Steve Broeckaert, of the MB, participated in the meeting by phone.

CEA discussed its positions regarding the Further Notice of Proposed Rulemaking (“*FNPRM*”) in the above-captioned proceeding,<sup>1</sup> consistent with CEA’s comments on the *FNPRM* and CEA’s *ex parte* letter of January 16, 2014.<sup>2</sup> In particular, CEA noted that, to the extent an application (“app”) is capable of delivering and switching between the main and secondary audio streams for

---

<sup>1</sup> *Accessible Emergency Information, and Apparatus Requirements for Emergency Information and Video Description: Implementation of the Twenty-First Century Communications and Video Accessibility Act of 2010*, Report and Order and Further Notice of Proposed Rulemaking, 28 FCC Rcd 4871, 4926-29, ¶¶ 80-86 (2013).

<sup>2</sup> See CEA Comments on Further Notice of Proposed Rulemaking, MB Docket No. 12-107 (filed July 23, 2013) (“CEA Comments”); CEA Written *Ex Parte* Submission, MB Docket No. 12-107 (filed Jan. 16, 2014) (“CEA Jan. 16<sup>th</sup> *Ex Parte*”).

linear programming provided directly to the home and over an MVPD's network, devices that are designed to display video programming with sound generally will play the audio stream if it is delivered by an app that is designed to work on a specific type of device. Thus, there is no need to impose emergency information and video description requirements on mobile and other devices, *e.g.*, tablets, laptops, personal computers, and smartphones, through which consumers access linear programming via IP or other means.

CEA also urged the Commission not to mandate the use of a particular tag in the video description stream,<sup>3</sup> and to afford covered entities the opportunity to integrate customer support services for emergency information and video description into their other customer care operations before considering specific requirements for customer support.<sup>4</sup>

Pursuant to Section 1.1206 of the Commission's rules,<sup>5</sup> this letter is being electronically filed with your office and a copy of this submission is being provided to the meeting attendees from the Commission. Please let the undersigned know if you have any questions regarding this filing.

Respectfully submitted,

/s/ **Julie M. Kearney**

Julie M. Kearney  
Vice President, Regulatory Affairs

cc: Michelle Carey  
Alison Neplokh  
Mary Beth Murphy  
Steve Broeckaert  
Maria Mullarkey  
Jeffrey Neumann  
Diana Sokolow  
Karen Strauss

---

<sup>3</sup> *See id.* at 11.

<sup>4</sup> *See* CEA Jan. 16<sup>th</sup> *Ex Parte* at 3; CEA Comments at 12-13.

<sup>5</sup> 47 C.F.R. § 1.1206.