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June 16, 2004

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

RE: *Ex Parte* Meetings in relation to Dockets MB 02-230 (Digital Broadcast Content Protection); CS 97-80 and PP 00-67 (Commercial Availability of Navigation Devices and Compatibility Between Cable Systems and Consumer Electronics Equipment); and MB 03-15 (Digital Television Transition)

Dear Ms. Dortch:

On Thursday, June 10, 2004, the following employees and representatives of Matsushita Electric Corporation of America/Panasonic ("Panasonic") – Paul Liao, Chief Technology Officer, Peter Fannon, Vice President for Technology and Regulatory Affairs; and Paul Schomburg, Senior Manager, Government and Public Affairs; and Bruce Turnbull of Weil, Gotshal & Manges LLP, outside counsel to Panasonic – met with Kenneth Ferree, Natalie Roisman, Steve Broeckart, Alison Greenwald, and Bill Johnson of the Media Bureau, with Commissioner Kevin Martin and Catherine Crutcher Bohigian, Legal Advisor to Commissioner Martin, and with Stacy Robinson Fuller, Legal Advisor to Commissioner Abernathy.

During these meetings, the following items were discussed, and points made by the Panasonic representatives:

First, in relation to the "broadcast flag" issues, Panasonic's representatives urged that the Commission should act swiftly and approve as many content protection technologies as possible. In relation to the timing issue, the Panasonic representatives noted that the current effective date for including broadcast flag detection and subsequent content protection technologies is July 1, 2005, and that the need is very urgent for manufacturers to know which content protection technologies are approved for use with regard to broadcast flag content.

Second, in relation to the "plug and play"/"cable compatibility" issues, the Panasonic representatives expressed the view that the requirement for all products to use separable security (e.g. "CableCARDs ™) " should be maintained and that the July 1, 2006 deadline in 47 CFR §76.1204 should be kept as currently stated. The representatives emphasized the need to maintain this deadline in order to provide parity between products that may be provided by cable companies themselves (incorporating cable cards or any subsequently developed forms of security) and retail-oriented products that are provided as competitive to the cable-provided products. Further, the representatives also stated a desire that business models and related "encoding rules" or "digital right management" systems be as simple as possible, for reasons of both consumer understanding and product design.

Third, in relation to the digital television transition more generally, the Panasonic representatives outlined recent developments in the marketplace, including announced plans for Panasonic products. These representatives also highlighted recent published CE industry estimates of the number of "cable card ready" digital television products expected on the market by the end of 2004, and the desire to move forward with a "two-way" agreement and related FCC actions. The representatives also expressed concerns about how the "tuner mandate" fifty percent requirement would be enforced by the FCC and about the limitations of manufacturer ability to influence retail and consumer buying patterns necessary to ensure that the mandate is met.

In accordance with the Commission's rules, this notice is being filed electronically in each of the above-captioned dockets, and a copy of the notice is being

mailed, first class postage prepaid, to each of the Commission members and staff who participated in the meetings described above. Please direct any questions concerning this submission to the undersigned.

Respectfully submitted,

Bruce H. Turnbull

cc: The Honorable Kevin Martin
Catherine Crutcher Bohigian
Stacy Robinson Fuller
Kenneth Ferree
Bill Johnson
Steve Broeckart
Natalie Roisman
Alison Greenwald