

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of)
)
A La Carte and Themed Programming and Pricing) MB Docket No. 04-207
Options for Programming Distribution on Cable)
Television and Direct Broadcast Satellite Systems)

ORDER

Adopted: July 26, 2004

Released: July 27, 2004

Reply Comment Date: August 13, 2004

By the Chief, Media Bureau:

1. By a Public Notice dated May 25, 2004, we began a factual inquiry regarding the provision of a la carte and “themed-tier” services on cable television and direct broadcast satellite systems.¹ The Public Notice called for comments on July 8, and reply comments on July 23, 2004. The National Cable and Telecommunications Association (“NCTA”) requested, and we granted, a one week extension for both comments and reply comments to be filed.² The new date for filing comments was July 15, 2004 and the new date to file reply comments is July 30, 2004.

2. Consumers Union (“CU”) and Consumer Federation of America (“CFA”) have jointly requested a two week extension to file reply comments. CU and CFA state that they need added time to comprehensively respond to the numerous studies so far filed in this proceeding.³

3. We conclude that CU and CFA have stated good cause for itself and others to receive an extension of two weeks for the filing of reply comments. The extensions will result in a more thorough

¹ Public Notice DA 04-1454, *Comment Requested On A La Carte and Themed Tier Programming and Pricing Options for Program Distribution on Cable Television and Direct Broadcast Satellite Systems*, MB Docket No. 04-207, released May 25, 2004.

² Motion for Extension of Time filed by NCTA, dated July 2, 2004; *Order in MB 04-207*, DA 04-2025 (rel. Jul. 2, 2004).

³ See Motion for Extension of Time filed by CU and CFA, dated July 23, 2004.

record and analysis of the issues and provide parties with the opportunity to respond to matters raised in the Media Bureau's symposium on A La Carte scheduled for July 29, 2004.⁴

4. Accordingly, **IT IS ORDERED** that, pursuant to Sections 4(i), 4(j) and 5(c) of the Communications Act of 1934, as amended, 47 U.S.C. §§ 154(i), 154(j) and 155(c), and Sections 0.61, 0.283, and 1.46 of the Commission's rules, 47 C.F.R. §§ 0.61, 0.283, and 1.46, the date for filing reply comments in MB Docket No. 04-207 is extended until August 13, 2004.

FEDERAL COMMUNICATIONS COMMISSION

W. Kenneth Ferree
Chief, Media Bureau

⁴ See Public Notice "Media Bureau Announces Speakers for Symposium on 'A La Carte' MVPD Pricing," (rel. Jul. 13, 2004).