

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

In the Matter of)
)
Inquiry into) MB Docket No. 04-210
Over-the-Air Broadcast)
Television Viewers)

ORDER

Adopted: June 30, 2004

Released: July 1, 2004

Comment Date: August 11, 2004
Reply Comment Date: September 7, 2004

By the Chief, Media Bureau:

1. By a Public Notice dated May 27, 2004, we began a factual inquiry into the households that rely exclusively on over-the-air broadcasting for their television service and how to minimize adverse impacts on all households in the transition to digital television.¹ The Public Notice called for comments on July 12, and reply comments on August 5, 2004.

2. The National Association of Broadcasters (“NAB”) has requested a sixty-day extension of both dates. NAB states that it needs added time to conduct factual research studies and to prepare comments on several issues posed in the Public Notice.²

3. It is not Commission policy to routinely grant extensions of time.³ We conclude, however, that NAB has stated good cause for itself and others to receive an extension of thirty days for the filing of their comments and reply comments herein. A thirty day extension will result in a more thorough factual record and analysis of the issues.

¹ Public Notice DA 04-1497, *Media Bureau Seeks Comment on Over-the-Air Broadcast Television Viewers*, MB Docket No. 04-210, released May 27, 2004, available at 2004 WL 1172080.

² Letter from Valerie Schulte, Deputy General Counsel, Legal & Regulatory Affairs, National Association of Broadcasters, to Ms. Marlene Dortch, Secretary, Commission, dated June 25, 2004.

³ See 47 C.F.R. § 1.46(a).

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 the filing of comments in MB Docket No. 04-210 is extended until August 11, 2004, and the date for filing reply comments herein is extended until September 7, 2004.

FEDERAL COMMUNICATIONS COMMISSION

W. Kenneth Ferree
Chief, Media Bureau