

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

In the Matter of	)	
	)	
Implementation of Section 208 of the Satellite	)	
Home Viewer Extension and Reauthorization Act	)	MB Docket No. 05-28
of 2004	)	
	)	
Report to Congress	)	

**ORDER**

**Adopted: March 9, 2005**

**Released: March 9, 2005**

**Reply Comment Date: March 31, 2005**

By the Acting Chief, Media Bureau:

1. By a Public Notice dated January 25, 2005, we began an inquiry on the impact of specific provisions of the Communications Act of 1934, as amended, and Commission rules on competition in the multichannel video programming distribution (MVPD) market.<sup>1</sup> The Commission is required to submit a report to Congress on the results of its inquiry no later than nine months after SHVERA's enactment date (*i.e.*, September 8, 2005).<sup>2</sup> The Public Notice called for reply comments on March 16, 2005.

2. The Walt Disney Company, Disney ABC Cable Networks Group, The ABC Television Network, and the ABC-owned television stations (collectively, Disney) has requested a thirty day extension of time, until April 15, 2005, to file reply comments.<sup>3</sup> Disney seeks this extension of time to prepare a detailed reply to the issues raised in the initial comments, including an economic analysis in response to a study on retransmission consent submitted by the Joint Cable Commenters.<sup>4</sup>

3. We conclude that the Walt Disney Company has stated good cause for itself and others to receive an extension of fifteen days for the filing of their reply comments. A fifteen day extension will result in a more complete discussion and analysis of the issues raised in the initial comments.

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<sup>1</sup> *Media Bureau Seeks Comment For Inquiry Required By The Satellite Home Viewer Extension And Reauthorization Act On Rules Affecting Competition In The Television Marketplace*, Public Notice, MB Docket No. 05-28, DA 05-169 (MB, rel. Jan. 2005).

<sup>2</sup> The Satellite Home Viewer Extension and Reauthorization Act of 2004, Pub. L. No. 108-447, § 208, 118 Stat 2809, 3428-29 (2004). The SHVERA was enacted on December 8, 2004 as title IX of the "Consolidated Appropriations Act, 2005."

<sup>3</sup> Letter from Susan L. Fox, Vice President, Government Relations, The Walt Disney Company, and Tom W. Davidson, Esq., Akin Gump Strauss Hauer &Feld LLP, to Marlene H. Dortch, Secretary, FCC, March 8, 2005.

<sup>4</sup> See Joint Cable Comments, William P. Rogerson, *The Social Cost of Retransmission Consent Regulations*, Attachment.

4. Accordingly, **IT IS ORDERED** THAT, PURSUANT TO Sections 4(i), 4(j), and 5(c) of 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. 05-28 is extended until March 31, 2005.

FEDERAL COMMUNICATIONS COMMISSION

Deborah E. Klein  
Acting Chief, Media Bureau