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Via electronic filing

October 22, 2025

Marlene H. Dortch, Esq.
Secretary
Federal Communications Commission
45 L Street NE
Washington, DC 20554

Re: *Authorizing Permissive Use of the “Next Generation” Broadcast Television Standard – GN Docket No. 16-142*

Dear Ms. Dortch:

On Monday, October 20, representatives of the Consumer Technology Association (CTA) met with the Office of Chairman Carr and Media Bureau to discuss the draft *Fifth Further Notice of Proposed Rulemaking* (FNPRM)¹ in the above captioned proceeding. A full list of participants in the meeting is attached.

CTA is North America’s largest technology trade association, representing over 1200 American companies. We also own and produce CES®, which convenes tech leaders and over 4500 exhibiting companies in Las Vegas every January. Our members are the world’s leading innovators – from startups to global brands – helping support more than 18 million American jobs. As an American National Standards Institute (ANSI) accredited standards development organization, CTA has played a key role in advancing industry-driven solutions for over a century.

CTA remains concerned about the National Association of Broadcasters (NAB) proposal to mandate ATSC 3.0 tuners in consumer devices.² We appreciate that the FNPRM explores this issue through thoughtful questions, and we applaud the Commission’s focus on building an accurate record around consumer costs, technical feasibility, and paths to a voluntary transition to NEXTGEN TV. While CTA has not previously opined on digital rights management (DRM) in this proceeding, we support the FCC’s goal in asking questions about these issues in the FNPRM.

¹ Fifth Further Notice of Proposed Rulemaking, Authorizing Permissive Use of the “Next Generation” Broadcast Television Standard, GN Docket No. 16-142, FCC-CIRC 2510-04 (rel. Oct. 7, 2025).

² Petition for Rulemaking of the National Association of Broadcasters, GN Docket No. 16-142 (Feb. 26, 2025).

Pursuant to Section 1.1206 of the FCC's rules, this letter is being electronically filed with your office.³ Please contact the undersigned if you have any questions regarding this filing.

Respectfully submitted,

/s/ Rachel Nemeth

Rachel Nemeth
Senior Director, Regulatory Affairs

/s/ Brian Markwalter

Brian Markwalter
Senior Vice President, Research & Standards

cc: FCC Meeting Attendees (via email)

³ 47 C.F.R. § 1.1206.

Attendees

CTA

Brian Markwalter, Senior Vice President, Research & Standards

Rachel Nemeth, Senior Director, Regulatory Affairs

FCC Office of Chairman Carr

Erin Boone

FCC Media Bureau

Evan Morris

Mark Colombo

Lyle Elder

Evan Baranoff