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July 10, 2008

Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: Ex Parte Presentation, MB Docket No. 08-90

Dear Ms. Dortch:

On July 9, 2008, the undersigned along with Keith Murphy, Vice President, Government Relations, Viacom Inc., Carolyn Everson, Executive Vice President, Operations and Strategic Advertising, Ad Sales Strategy, MTV Networks, and Dario Spina, Senior Vice President, Marketing, Adult Group Integrated Marketing, MTV Networks, met with Commissioner Robert McDowell and Angela Giancarlo of the Commissioner's office to discuss matters relating to the above-referenced proceeding.¹ In particular, Ms. Everson and Mr. Spina discussed the state of the advertising market today and the challenges and opportunities facing media companies in light of fragmenting viewership and the increasing use of digital video recorders.

This letter is being submitted electronically in the above-referenced docket, which has been granted permit-but-disclose status, pursuant to Section

¹ See *In re Sponsorship Identification Rules and Embedded Advertising*, Notice of Inquiry and Notice of Proposed Rulemaking, MB Docket No. 08-90 (rel. June 26, 2008).

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1.1206(b) of the Commission's Rules. Should you have any questions concerning this submission, kindly contact the undersigned.

Very truly yours,

/s/ Jared S. Sher

Jared S. Sher
Counsel to Viacom Inc.

cc: Commissioner Robert M. McDowell
Angela E. Giancarlo, Esq.