



National Cable & Telecommunications Association

25 Massachusetts Avenue, NW – Suite 100
Washington, DC 20001
(202) 222-2300

www.ncta.com

Kyle McSarrow
President and CEO

(202) 222-2500
(202) 222-2514 Fax

January 16, 2009

Mr. Tom Wheeler
Transition Agency Group Leader
Presidential Transition Team

Dear Tom:

When you and the Transition Team asked all of the affected industry stakeholders involved with the digital transition to come in to meet with you in November, you identified the lack of a plan for call centers as a key challenge to the digital transition. In particular you identified the lack of any significant plan for live operator customer support as a key deficiency. In subsequent discussions you noted that this was a broadcaster, not a cable, transition, but nonetheless asked our industry to step forward to lead an effort to put such a plan together. And, as you know, we received the strong encouragement of Commissioners Copps, Adelstein and McDowell and bipartisan leaders in Congress, who shared the same concerns.

Since then, working with your team, broadcast networks, state broadcasting associations, NAB and the satellite industry, we crafted an integrated plan that contemplates the use of up to 7000 live operators during a period leading up to and for several weeks after the digital transition on February 17, 2009. This plan requires expenditures of approximately \$20 million of out-of-pocket costs, most of it expended by the cable industry, and includes contracting third party capacity, integrating and purchasing trunk line capacity, the hiring of English and Spanish speaking live agents, training, and the development of scripts. We and our partners are also exploring how to accommodate other languages as well as the special needs of those with disabilities.

This is a unique, and fairly massive and complex operation. That is why, in my note to you last week I expressed concern that if the date of the transition were to be moved, it would be important to know that as soon as possible. However, I am pleased to report that, working with our partners and vendors over the last week, we have been able to position this effort so we will be ready to go if the current transition date of February 17th stays in place; but have engineered enough flexibility into the plan so if the transition date is extended, we will be able to adjust accordingly. I also want to commend all of our partners in this effort for the cooperative and constructive spirit with which everyone has approached this important goal.

I appreciate the leadership you and your team have displayed on the digital transition.

Sincerely,

A handwritten signature in black ink, appearing to read 'KMS', with a long horizontal line extending to the right.

Kyle McSarrow