

July 26, 2016

Federal Communications Commission  
445 Twelfth Street, S.W.  
Washington, DC 20554

**Re: *Binge On and Zero-Rating - Open Internet, GN Docket No. 14-28***

Dear Chairman Wheeler and Commissioners Clyburn, Rosenworcel, Pai and O’Rielly:

We are a group of small content providers who are writing in support of T-Mobile’s free data service “Binge On.” Binge On is an innovative program benefitting consumers and video providers alike – it offers more choices to consumers and encourages them to watch new and varied mobile video services at no additional cost. Binge On has been good for us and it is exactly the kind of program the Commission should support under its Open Internet rules.

As the Commission knows, mobile video is now the number one way people use mobile data and there is increasing demand for such services. Because Binge On allows customers to watch video while minimizing data consumption, it encourages consumers to watch more video and to try new services, including small and competitive services such as ours. Participation in the Binge On platform has greatly increased the visibility and exposure for our services, increasing both the overall number of viewers and the number of hours viewed by consumers.

Binge On is popular with T-Mobile customers, which in turn has provided us with new and meaningful opportunities to advertise our innovative, diverse, and niche services to a wide potential audience. Participation in Binge On is also free for video providers, again helping contribute to the “virtuous cycle” of competitive innovation.

In addition to being free to join, we found the on-boarding process simple and easy to meet. T-Mobile worked directly with us to identify and optimize our video content so that it can be reliably zero-rated. Customers watching our services also remain in control of their video viewing experience. They can switch Binge On off and on at any time, and can watch our services stream at native resolution, if they prefer. Again, Binge On provides more competitive choices.

Binge On is good for competition and consumers. It is contributing to the success of our services and the satisfaction of our users and we strongly support it. We think it meets the Commission’s Open Internet objectives and urge you to support it.

Sincerely,

Baeble Music  
CEEK VR  
D-PAN.org  
DramaFever  
ESNE  
Eyegroove  
Kidoodle.TV  
OnDemandKorea  
OWNZONES  
Shalom World  
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