

# MAYER • BROWN

Mayer Brown LLP  
1999 K Street, N.W.  
Washington, D.C. 20006-1101

Main Tel +1 202 263 3000  
Main Fax +1 202 263 3300  
www.mayerbrown.com

**David McIntosh**  
Direct Tel +1 202 263 3281  
Direct Fax +1 202 263 5281  
dmcintosh@mayerbrown.com

October 2, 2014

## VIA ELECTRONIC FILING

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

Re: Notice of *Ex Parte* Meetings in MB Docket 14-57,  
Applications of Comcast Corp., Time Warner  
Cable Inc., Charter Communications, Inc., and  
SpinCo for Consent to Assign or Transfer Control  
of Licenses and Authorizations

Dear Ms. Dortch:

On October 1, 2014, Mark Lieberman, President & Chief Executive Officer of Viamedia, Inc. (“Viamedia”), met with Commissioner Mignon Clyburn and Chief of Staff Adonis Hoffman. On October 2, 2014, Mr. Lieberman met separately with: Commissioner Michael O’Rielly and Legal Advisor Erin McGrath; Commissioner Ajit Pai and Chief of Staff Matthew Berry; and with members of the following members of the transaction review team: Julie Saulnier, Jake Riehm, Ty Bream, Joel Rabinovitz, Susan Singer, Johanna Thomas, Andrew Wise, Shane Greenstein, Jonathan Levy, Sarah Whitesell, Adam Copeland, William Lake, Hillary DeNigro, and Bill Rodgers (participating by telephone). I accompanied Mr. Lieberman to these meetings, as did my colleague, Matthew Tabas. Also on October 2, Mr. Lieberman met with Commissioner Jessica Rosenworcel and Legal Advisor Clint Odom. For this meeting, my colleague, Matthew Tabas, and Jim Gottlieb of Gottlieb of Gottlieb Strategic Consulting, accompanied Mr. Lieberman.

During these meetings, we discussed the issues raised by Viamedia in its August 25, 2014 Comments in Support of Conditions and its September 17, 2014 *Ex Parte* Letter, each of which is on file in the above-referenced docket. Specifically, Mr. Lieberman provided background on Viamedia and the spot cable advertising industry. Consistent with Viamedia’s prior filings as well as those of other parties that have expressed opposition to the proposed acquisition, Mr. Lieberman also explained Viamedia’s concerns regarding the proposed acquisition of Time Warner Cable Inc. by Comcast Corporation (Comcast) and the effect the proposed acquisition may have on the spot cable advertising industry, television advertising innovation, independent multi-channel video programming distributors, small advertisers, and consumers. Specifically, Mr. Lieberman explained how the proposed acquisition would give Comcast too much control over the cable advertising industry, how Comcast has been using its current control position to exclude competitors, and how the transaction would harm competition in spot cable advertising

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market. Finally, Mr. Lieberman articulated the conditions set forth in Viamedia's prior filings, explaining that the conditions are transaction-specific and would help to ensure a fair and competitive spot cable advertising industry into the future.

I am electronically filing this letter with your office for inclusion in the public record pursuant to Section 1.1206 of the Commission's rules. Please contact me with any questions.

Sincerely,

/s/

David McIntosh  
Counsel for Viamedia, Inc.

cc:  
Adonis Hoffman  
Clint Odom  
Matthew Berry  
Erin McGrath

Ty Bream  
Adam Copeland  
Hillary DeNigro  
Shane Greenstein  
William Lake  
Jonathan Levy  
Jake Riehm  
Joel Rabinovitz  
Bill Rodgerson  
Julie Saulnier  
Susan Singer  
Johanna Thomas  
Andrew Wise  
Sarah Whitesell