



October 14, 2014

Federal Communications Commission  
445 12th Street, SW  
Washington, D.C., 20554

Re: Applications of AT&T and DIRECTV Consent to Assign or Transfer Control of Licenses and Authorizations, MB Docket No. 14-90

Dear Commissioners,

The Application Developers Alliance, an association of more than 35,000 individual app developers and more than 175 companies, writes to encourage the Federal Communications Commission to approve the merger of AT&T and DIRECTV.

App developers create innovative products and services that improve our lives. Apps connect individuals and families, and connect all of us to employees, colleagues, business partners, customers, and service providers. However, innovative apps made by our members are socially and economically valuable only if they can be readily and reliably accessed and, thus, fully utilized.

Because AT&T has committed to connect millions of consumers to robust and reliable broadband, this merger will significantly expand our members' potential markets for their apps, for employees, and for partners. Accordingly, this merger will significantly benefit Alliance members and all app developers.

For 20 years Americans have benefitted from pitched competition between traditional telephone, cable television and satellite television companies. Each industry expanded its service to include the so-called "triple play" of telephone, television and high-speed Internet connectivity. But recently the satellite television industry has fallen behind, as satellite-delivered broadband has not proven to be robust, reliable, scalable or affordable.

As a result of satellite broadband's technological and financial limitations, several million Americans and many thousands of businesses – primarily those located in rural areas – are not adequately connected to the broadband grid or the App Economy. These communities suffer when students, workers and small businesses are not connected, or when their connections are inadequate or limited.

The Alliance is encouraged by AT&T's commitment to invest in broadband deployment for 13 million new AT&T customers. We understand that 20% of these homes do not have any broadband service, and an additional 27% have only one choice for broadband service. Thus,

when this merger is approved more than 6 million homes will be eagerly awaiting new and newly competitive broadband service.

App developers will benefit from the expanded market for their products, and correlative increase in consumers available to discover their products. This expansion will, in part, be due to the efficiency of installing home-antennas necessary for DIRECTV services, which will also be able to receive AT&T's wireless services. In addition, AT&T will need to expand its fiber to the premises infrastructure to ensure its new video content reaches consumers at the speed they demand for uninterrupted quality.

AT&T's purchase of DIRECTV is an extraordinary commitment to connect more Americans to broadband and the App Economy. More Americans will be able to access apps, including apps like Viber and Skype that compete with AT&T offerings. More app developers will connect with more consumers. And more Americans will be able to join the App Economy as developers and publishers, without having to re-locate their homes and families.

In all of these ways, the merger of AT&T and DIRECTV will promote app industry growth. The Application Developers Alliance wholeheartedly supports this merger and the opportunities that will follow.

Please contact the undersigned if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Jon Potter". The signature is fluid and cursive, with the first name "Jon" being more prominent than the last name "Potter".

Jon Potter  
President