BabyFirst™
watch your baby blossom

Commissioner Ajit Pai
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

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FCC Mail Room

RE: MB Docket No. 14-90

January 7, 2015

Dear Commissioner:

BabyFirst is an independently owned and operated channel broadcasting around the world in 81 million homes, in 11 languages. BabyFirst is carried on all the major carriers, including AT&T U-verse and DIRECTV. We have examined the proposed merger between the two companies and write to lend our support for the transaction.

BabyFirst is dedicated to delivering high-quality child development programming to babies and their parents. Supported by leading child development experts, the network is tailored to meet the needs of babies up to three years of age, and their parents. With an emphasis on vocabulary, BabyFirst programs help to narrow the educational gap and provide all children a solid foundation for preschool.

BabyFirst's content is especially valuable to Latino families in helping overcome the serious verbal deficit of young children, which is a top concern and priority of young Latino families and educators. Further, BabyFirst is a strong believer in promoting independent talent, and providing them a platform to voice their ideas to a major audience, in front of and behind the camera. For example, through a recently announced initiative, emerging talent – writers, musicians, animators and Latino producers – will be invited to submit their creative ideas for a new project to be launched and funded by BabyFirst.

BabyFirst has enjoyed a strong partnership with AT&T, launching in 2013 and reaching 4 million homes. Earlier in 2014, BabyFirst and AT&T partnered to launch an innovative new child development app exclusively for AT&T's U-verse TV subscribers. The app helps introduce growing children to colors, animals, shapes and enhances hand-eye coordination. It was created by child development experts and combines the most current technology with traditional creative activities. We have found AT&T U-verse to be forward thinking, visionary, and fair in our negotiations. In fact, in some cases our channel has received better carriage than our non-independent competitors.

BabyFirst has partnered with DIRECTV since 2006 when it was the first major carrier to offer BabyFirst's programming. DIRECTV was the first to believe in our vision of an independent channel that could consistently reach parents and babies and toddlers with educational and age-appropriate content. Today BabyFirst is carried on DIRECTV's HD satellite and is available to

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approximately 60% of DIRECTV customers. We look forward to continuing discussions with DIRECTV to expand access to this programming in both Spanish and English.

AT&T and DIRECTV's support of BabyFirst has demonstrated a strong commitment to ensuring consumer access to diverse programming. The combination of AT&T and DIRECTV will allow the companies to expedite technological advances that will benefit consumers. In particular, rural areas of the country, which have often struggled to gain high speed Internet access, will benefit greatly from expansion of broadband services that will result from the merger. Furthermore, the increase of bandwidth capacity resulting from the deal will allow for a more diverse offering of channels - like ours - that cater to a wider selection of audiences.

We are hopeful that the partnership of AT&T and DIRECTV will provide us an opportunity to reach even more homes and to harness technological advances that will help introduce this important content to babies, toddlers and their parents nationwide.

Sincerely,

Sharon Rechter

Co-Founder & EVP, Business Development and Distribution