

SWAN CREEK STRATEGIES

February 11, 2016

VIA ECFS

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

RE: **Notice of Ex Parte Presentation**, Final Report of the Downloadable Security Technology Advisory Committee, MB Docket No. 15-64

Dear Ms. Dortch:

On February 9, 2016, Brian Woolfolk (Swan Creek Strategies), DeShuna Spencer (Kweli TV), Donahue Tuitt (UnifyMe TV), Stephen Davis (New England Broadband), Eric Easter (National Black Programmers Consortium), Joseph Torres (Free Press), William Bryant (GFNTV), Stephanie Lewis (GFNTV), Cliff Franklin (GFNTV), and Michael Scurato (National Hispanic Media Coalition) met with Chairman Wheeler, Gigi Sohn, Jessica Almond and Louisa Terrell to express support for Chairman Wheeler's proposal to develop a competitive set top box market.

The programmers explained the importance of an open set top box system in opening markets for underserved diverse and independent content. They shared experiences regarding the anticompetitive structures of the current marketplace. They also discussed the extreme difficulty in gaining carriage when only two or three large cable companies (MPVD's) effectively determine what the American public sees and how the American public sees it.

The programmers also stated the challenges faced when those same large cable companies make sustainability difficult by paying insufficient or no subscriber fees to even the few minority networks carried by large cable companies. This low pay/ no pay model has a direct impact on programming quality. The programmers further stated the need for new direct to the customer models such as those possible in an open set top box world.

The group encouraged Chairman Wheeler to look at unlocking the box in terms of the proposal's social impact. Negative imagery has a significant detrimental impact on minority communities. The opportunity for these communities to access the positive uplifting content of their choice in an open system should be a central focus of the Commission's approach to these issues.

The group also mentioned the long history of minority participation on the technology side of set top boxes. Minorities were instrumental in developing the original set top boxes, parental controls and other innovations. There are multiple minority technology companies that own key patents and are well positioned to compete successfully in an open set top box market.

Respectfully Submitted,

_____/s/____

Brian Woolfolk
Principal
Swan Creek Strategies

cc:

Gigi Sohn
Jessica Almond
Louisa Terrell
Holly Saurer