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July 11, 2007

Ms. Monica Desai, Media Bureau
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Subject: MB Docket No. 07-51, FCC 07-32

Dear Ms. Desai:

I am the CEO and Founder of a company supplying video, Internet and phone service to 55,000 subscribers in 28 states. We are the low cost provider in every area we serve. Typically, we provide Internet service for \$12-\$15 per user, video service for \$18-\$20 per home and wireline basic local phone service for less than \$13 per line, and the other small providers like us (Consolidated Smart Systems, Convergent Broadband, DirecPath, Shentel Converged Services, Ygnition and hundreds of others) are a major reason why the MSOs and the RBOCs are reducing their rates as we write. We are able to provide service in every state, we are able to customize our services to provide the best service to each community's demographic mix, we are able to move faster and deliver better customer service than our large corporate competitors for a lower price. We are good for consumers.

Our business model is to invest up-front in the capital equipment that allows service within a multiple dwelling unit (MDU), (e.g. fiber optic cabling, enterprise class routers and switches, satellite receive only antennas and reception equipment, wireless backhaul equipment, consumer devices such as gaming servers and set-top boxes). To remain state of the art and to reliably deliver these very important services under strict service level agreements (SLAs) which our large corporate competition will not agree to, we spend a lot of money on this equipment. We have had a negative cash flow for the past seven years as well as negative profitability. We rely on our investors to provide funding for the infrastructure investment. Our investors will only invest if there is a possibility of recapturing their cash with a positive profit. The only way their investment makes any sense is for there to be an exclusive contract with the property owner to provide service for a period of years necessary to amortize the capital equipment and labor necessary to provide great service the apartment building (MDU). If exclusive contracts are banned, you will shut us down and take away an important competitor from consumers.

Please, please do not shut down our business! We are good for consumers. As I've said before, we are far lower in price than our big CATV and phone company competitors. Why eliminate a

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key competitive force? If you do, MSOs and RBOCs will simply predatorily price their products in select communities that competition might exist, thus resulting in lower pricing short-term but much higher pricing and limited competitive choices long-term.

Don't shut us down and raise prices and limit choices for our customers.

Please include this in the record for FCC 07-32, MB 07-51.

Sincerely,

A handwritten signature in black ink that reads "Mark A Scifres". The signature is fluid and cursive, with a long horizontal flourish at the end.

Mark Scifres
CEO
Pavlov Media, Inc

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