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November 3, 2008

Ex Parte via Electronic Filing

Marlene H. Dortch
Office of the Secretary
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

Re: Re: MB Docket No. 07-137 -- Request By State Broadcasters Associations
For Declaratory Ruling Concerning Application Of The Commission's
Political Programming Regulations To Three Internet "Airtime Sales Programs"

Dear Ms. Dortch:

Google Inc., by its attorney, respectfully wishes to update the public record in the above referenced docket.

In previous filings,¹ we had noted that Google has an advertising aggregation and auction platform for television similar to our Audio Ads (dMarc) platform. We had also indicated that these platforms were not available for political use.² As of October 2008 Google TV Ads has begun to accept political candidate advertisements. As stated in previous filings, new alternative advertising platforms can greatly benefit political candidates by providing an affordable and measurable option to supplement other advertising efforts.

Sincerely,

A handwritten signature in blue ink that reads "Johanna M. Shelton".

Johanna M. Shelton, Esq.
Policy Counsel & Legislative Strategist
Google Inc.

¹ See Comments of Google Inc., Letter from Johanna Shelton, Google, to Marlene Dortch, Secretary, FCC, MB Docket 07-137, submitted on August 6, 2007; page 1.

² Reply Comments of Google Inc., Letter from Johanna Shelton, Google, to Marlene Dortch, Secretary, FCC, MB Docket 07-137, submitted on August 21, 2007; page 8.