



November 18, 2009

Blair Levin  
Executive Director  
Omnibus Broadband Initiative  
Federal Communications Commission  
445 12th Street SW  
Washington DC 20554

**RE: GN Docket Nos. 09-51, 09-47, 09-137**

Dear Blair:

Thank you for your letter dated November 10, 2009 (which I received on November 16 via email), regarding our meeting on October 30, 2009. I too thought it was an interesting and useful meeting and thank you for taking the time to allow us to discuss the many digital services and products that television broadcasters provide. As we mentioned in the meeting, one of the most important services broadcasters offer is the delivery, over-the-air, for free, to virtually all homes in America, a schedule of news, sports, and entertainment programming in high definition.

I believe that the portion of our discussion that you reference in your letter was where we noted that the highest quality HD, particularly for live sports programming, requires the use by broadcast television stations of all the spectrum available for such a broadcast. Viewers have come to expect crystal clear pictures and high quality sound. And that's what they want. In fact, that's a large part of what the DTV transition was all about.

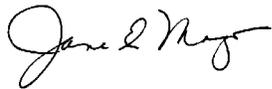
The broadcasters in the meeting emphasized that viewer expectations and demand for HD broadcasts have led to two important economic results, both beneficial to consumers. First, it is helping keep multichannel video programming distributor (MVPD) subscriber costs in check because consumers have an alternative, free-of-charge video source, i.e., broadcasting. Second, it has yielded another, continuing source of revenue to broadcasters because MVPDs also recognize the importance of HD such that it has recently become an important element in retransmission consent negotiations. This added source of revenue is helping broadcasters continue to be able to offer top-notch quality programming to all Americans.

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Please consider the statement in this letter as the appropriate characterization of the broadcasters intention in the discussion rather than the understanding as described in the November 10 letter.

I hope this answers any questions that you may have.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jane E. Mago". The signature is fluid and cursive, with a large initial "J" and "M".

Jane E. Mago  
Executive Vice President and General Counsel  
Legal and Regulatory Affairs