



December 17, 2009

VIA ELECTRONIC FILING

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

Re: Notification of *Ex Parte* Communication
GN Docket Nos. 09-47, 09-51, and 09-137

Dear Ms. Dortch:

This is to advise you, in accordance with Section 1.1206 of the FCC's rules, that today, Travis Parsons, Senior Director, Business Development, of Sezmi, and I met with the individuals listed on Attachment A hereto to discuss the successful launch of Sezmi's new video service. We discussed the fact that Sezmi provides consumers with an affordable new way to access broadcast channels, cable channels, movies, and Internet video programming. Sezmi explained that more popular programming is delivered via broadcast spectrum, and that its hybrid broadcast/broadband model, combined with a smart antenna and high volume storage capacity, efficiently uses broadcast spectrum while significantly reducing broadband load. Sezmi representatives explained that the service allows consumers to use their television sets as affordable web portals, thus eliminating barriers to broadband adoption. The attached handout was distributed at the meeting, and a demonstration of the service was provided.

As required by Section 1.1206(b), as modified by the policies applicable to electronic filings, one electronic copy of this letter is being submitted for each above-referenced docket.

Very truly yours,

A handwritten signature in black ink, appearing to read 'M. Anne Swanson', written over a white background.

M. Anne Swanson

Enclosures
cc w/encl. (by email):
Individuals listed on Attachment A

ATTACHMENT A

William T. Lake, Chief, Media Bureau

Barbara Kreisman, Chief, Video Division, Media Bureau

Thomas Horan, Chief of Staff, Media Bureau

Kris A. Monteith, Deputy Chief, Media Bureau

Nancy Murphy, Associate Chief, Media Bureau



Sezmi is the first personal TV service

Sezmi is a complete personal television service that brings together the best programming from TV, movie studios, and the Internet at an affordable price. The flexible service offering allows consumers to pay for the programming they care about so they can watch their shows, on their schedule, at their price. The Sezmi Service utilizes a high capacity storage set-top-box (STB), DTV receiver/antenna, and home broadband connection to gain access to content including the local DTV broadcast channels (e.g. ABC, NBC, CBS, FOX, Univision, etc.). Sezmi removes the artificial barriers between content from different sources and integrates live, stored, on-demand and Internet video providing consumers with a single and consistent interface. The Sezmi remote control has unique user buttons for individual members of the household, and the Sezmi service provides a personalized on-screen guide so it's easy to use and find what you want. Sezmi offers a simple self-installation process for the consumer at a fraction of the cost of comparable traditional cable, satellite and IPTV offerings.

Sezmi has developed an innovative hybrid broadband-broadcast network that is better than broadband alone

- Sezmi has created a hybrid network of broadcast and broadband to achieve new standards of spectral efficiency and create distribution cost efficiencies that benefit consumers
- The one-to-one nature of broadband is inherently inefficient at delivering large amounts of video programming, which is the biggest driver of broadband capacity utilization
 - Sezmi decreases the broadband load and helps thwart alleged spectrum crisis
- To solve this problem, Sezmi uses broadband and broadcast in an optimally combined manner
 - Broadcast is used as the most efficient means to deliver popular content
 - Broadband is used to drive more diverse and targeted programming

Innovation around the use of digital broadcast bandwidth is just coming to the marketplace

- Consumers and broadcasters are just starting to see the benefits and uses of new technologies resulting from the DTV transition
- Sezmi's network and reception system have been in development for over four years
- Sezmi has brought together top technologists from the wireless and digital media industries to create this solution



Sezmi is a clear example of broadcast spectrum use in the public interest

- Reception system unlocks potential of ATSC signal to deliver consumer benefits
- Sezmi brings new consumer choice to the TV service market
- Sezmi delivers a premium experience for less

Sezmi is commercially available to consumers now

- Sezmi has launched commercially and is expanding to other markets
- Nationwide rollout in 2010

Sezmi is surrounded with extensive and powerful partnerships

- Distribution partners
- Content providers
- Advertisers
- Broadcasters

Sezmi delivers a growth opportunity for the broadcast industry

- The broadcast industry is now positioned to reinvigorate the consumer marketplace and benefit as a result
- Through the creation of new consumer revenue streams, the broadcast industry will create great economic value to the US economy
- The introduction of advanced digital media and advertising solutions will also strengthen the ailing advertising industry which impacts a large base of US consumers
- Broadcaster viewership will be increased through targeting, recommendation and social networking

Sezmi has generated strong consumer interest

- Sezmi received an overwhelming response to the recent pilot launch, with over 10,000 consumers requesting the service immediately upon the announcement
- The consumer interest level was so high that Sezmi reached the top of all Yahoo! Search engine results right after launch