

# GRAY

TELEVISION, INC.

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December 21, 2009

The Hon. Julius Genachowski  
Chairman  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Re: *Comments - NBP Public Notice # 26*  
*GN Docket Nos. 09-45, 09-51, and 09-137*

Dear Chairman Genachowski:

Gray Television, Inc. operates television stations in 30 small to mid-size television markets across the United States. Our stations are dedicated to high-quality local news and community service. I am writing you today to highlight how intensively our company is using broadcast spectrum for highly valued multicast channels in our markets, as well as our current rollout of Mobile DTV service.

We are affiliated with CBS (17 stations), NBC (10 stations), ABC (eight stations), Fox (five stations), the CW (seven stations) and MyNetwork (16 stations). You may notice, of course, that these network affiliations add up to 63 network signals in 30 markets. Gray is providing a diverse array of network programming sources using digital multicast channels in markets that are too small to support a separate station affiliated with each network. Thanks to these efforts, smaller communities across the country share in the same richness of programming choice that larger cities can enjoy. Our multicast channels also broadcast significant amounts of unduplicated local news and weather emergency coverage — up to two and a half hours per day of additional local news programming in many of our markets. Without Gray's innovative and intensive use of spectrum for multicast operation, the significant population of our markets that depend on free, over-the-air television would have no access to these additional streams of programming (or would be forced to subscribe to cable or satellite to obtain them, the cost of which many in our markets find increasingly burdensome in the current economy).

But this use of our multicast channels, as important as it is, tells only part of the story. Gray also has pioneered the use of multicast channels to provide innovative, local service, including service to communities that have never been served by television before. For example, Gray's Station WHSV(TV), Harrisonburg, Virginia, uses a multicast channel to provide local service in Winchester, Virginia — a community that, incredibly enough, has never had local television coverage in its history. We have local weather channels that provide hyperlocal weather coverage around the clock. We also use multicast channels to provide additional local political programming, including local political debates, that were previously unavailable to viewers in our markets. We also provide access to marquis-quality sporting events on our multicast channels, including ACC and SEC football and basketball. All of this programming

would not be available to free, over-the-air consumers at all without Gray's efforts to use our spectrum as intensively as possible.

Gray also is a pioneer in Mobile DTV service. We have launched Mobile DTV on Station WOWT(TV), Omaha, Nebraska, as our first test market, and we fully intend to roll out Mobile DTV broadly across our markets. We believe mobility, broadly defined, will be a significant part of our service to our communities going forward. Already, we provide iPhone applications and other mobile technologies in our markets to provide mobile information to our viewers regardless of whether they are near a television. The advent of Mobile DTV will permit us to serve them even more effectively by essentially putting a television in their pocket. Our viewers will have access to our local news, weather emergency programming, and our local emergency alerts at all times, not just when they are at home, and, of course, will provide increased access to the array of local and national programming that we work hard to provide for our audiences.

This use of spectrum will provide extraordinarily high-quality digital video service to everyone — and unlike the mobile broadband providers that are clamoring for our spectrum, we intend to provide free channels to our viewers so that all, and not the few, will be served. Our point-to-multipoint mobile digital video service will diminish the load on wireless carriers' systems by efficiently shifting consumer demand for simultaneously distributed video service to our broadcast spectrum. And, unlike subscription-based providers, we will help to bridge the digital divide by making this vast array of information and news available to the many, not the privileged few who can afford it.

We are proud to use our spectrum to provide innovative service that will expand access to information across our communities. We urge the Commission to consider the significant community service that we provide on our spectrum — not only on our high-definition streams, but also our multicast streams and Mobile DTV distribution — in considering the value of our stewardship of our spectrum. We are dedicated to serving our communities with our full bitstream, and we firmly believe that our communities are the better for it.

Respectfully submitted,



Robert S. Prather, Jr.  
President & COO

cc: The Hon. Michael Copps  
The Hon. Robert McDowell  
The Hon. Mignon Clyburn  
The Hon. Meredith Baker  
Docket file