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ORIGINAL

January 28, 2010

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JAN 28 2010

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

Federal Communications Commission
Office of the Secretary

Re: In the Matter of Preserving the Open Internet Broadband Industry Practices, GN Docket No. 09-191 and Broadband Industry Practices, WC Docket No. 07-52

Dear Ms. Dortch:

As Verizon set forth in its comments in this docket, one indicator of the vigorous competition among broadband Internet access service providers to retain existing subscribers and to attract new ones is their aggressive marketing campaigns in which a provider compares its own service to those of competitors in terms of capabilities, features, and price.¹ Verizon is submitting for the record with this letter a CD containing examples of such advertisements, which concretely illustrate the head-to-head rivalry between telephone companies and cable operators, both to win new broadband customers and to lure away existing customers.²

Please let me know if you need any additional information.

Sincerely,

¹ See Comments of Verizon and Verizon Wireless, GN Docket No. 09-191 and WC Docket No. 07-52 (filed Jan. 14, 2010) at 18-19.

² In accordance with section 1.1206 of the Commission's rules, Verizon is filing two copies of this letter and the accompanying CD with the Office of the Secretary. Verizon is also submitting a copy of this letter (without the CD) in the above-referenced dockets via ECFS.

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DOCKET NO. 09-191, 07-52

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