

ASSOCIATION FOR **MAXIMUM SERVICE TELEVISION, INC.**



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March 2, 2010

Via Electronic Filing

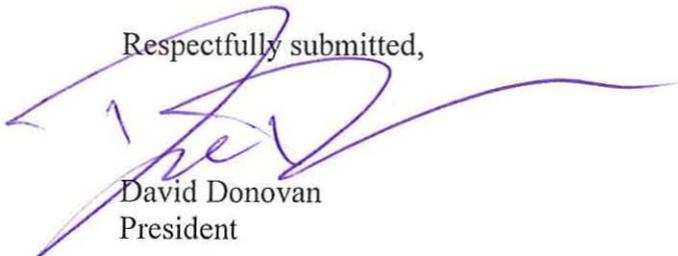
Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12 Street, SW
Washington, DC 20554

Re: Notice of Ex Parte Communication,
Docket Nos. 09-47, 09-137, 09-51

Dear Ms. Dortch:

On March 2, 2010, Mr. David Donovan, president of the Association for Maximum Service Television, Inc. (MSTV), sent via email the attached memo, to the staff of the Senate Committee on Commerce, Science and Transportation and the House Committee on Energy and Commerce regarding the above-referenced proceeding.

Respectfully submitted,



David Donovan
President

To: House and Senate Commerce Committee

From: David L. Donovan, President, MSTV

RE: **Over-the-Air TV Broadcasting Increasing in Popularity as an Alternative to Pay-Based Services**

Ex Parte Communications

Gn Docket Nos. 09-47, 09-137, 09-51

As you move forward with decisions relating to the amount of spectrum that should be devoted to over-the-air television broadcasting, I think it's important to realize that over-the-air viewing has increased. A recent study by *Informa Telecom UK Limited* estimates that over-the-air-only viewing in the United States will increase by 36% between now and 2014.

This renewed demand for off-air television was corroborated recently in an interview and article public by National Public Radio. I believe it is worth taking a look. Here is the link: <http://www.npr.org/templates/story/story.php?storyId=124056416>

Thank you.