

ADAM P. BAILEY

March 25, 2010

Julius Genachowski
Chairman, Federal Communications Commission
Room 8-B201
445 12th St. SW
Washington, D.C. 20554

RE: Proceeding 10-56

Chairman Genachowski and Members of the Commission,

I write to express my opposition to the proposed merger of Comcast and NBC Universal. If this proposed merger were to go through, it would do so at the detriment to American consumers. The aggregation of media control in the hands of the few has already gone too far; this merger would continue that injurious trend.

Media consolidation has produced many problems for consumers: increased prices, less diversity in programming, monopolistic practices in certain areas, and the loss of locally produced and locally focused programming. Mergers such as this one effectively shut out competition from other media companies; one need only look at the effect of the Commission's relaxation and later abolishment of its financial interest and syndication rules to see the networks' current penchant for programming shows they own. And it's clear that networks aren't interested in purchasing diverse programming—the number of ethnically diverse television characters has fallen in the last decade, despite the increasing number of minority Americans. There are almost no television shows focusing specifically on minority communities. When was the last time you saw an American Indian on TV? A Pacific Islander? An Arab? These kinds of shows have no chance to compete in a marketplace where there are only a few buyers, and they are only interested in their own programming.

If anything, both Comcast and NBC Universal should be downsized, rather than allowed to merge. Comcast already has a monopoly on cable service in 40 of the 50 largest U.S. markets. It's the nation's largest broadband provider, and is the third largest telephone service provider. It has already been chastised by the Commission for throttling internet traffic of its own customers. Its monopoly has enabled it to lower the quality of its service and raise its prices to such an extent that it consistently ranks as one of the least liked companies in all of America. Its reputation is so low that it's chosen to change its name to try to leave its shameful history behind.

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NBC Universal is already a huge company. This merger would give Comcast ownership of the following: NBC, CNBC, MSNBC, MSNBC, Bravo, Chiller, CNBC World, mun2, Oxygen, Sleuth, Syfy, Universal HD, USA Network, The Weather Channel E! Entertainment Channel, G4, Golf Channel, PBS Kids Sprout, Style, TV one, Versus, CN8, Exercise TV, FEARnet, AZN Television, qubo, A&E Television, part of the MLB Network; NBC owned stations in New York, Los Angeles, Chicago, Philadelphia, the San Francisco Bay Area, Dallas/Ft. Worth, Washington D.C., Miami, San Diego, and Connecticut; Telemundo owned and operated Stations in Los Angeles, New York, Miami, Houston, Chicago, Dallas/Ft. Worth, San Antonio, Las Vegas, the San Francisco Bay Area, Phoenix, Fresno, Denver, Boston, Tucson, and Puerto Rico; Universal Pictures, Focus Pictures, Universal Home Entertainment, Hulu, iVillage, NBC.com, CNBC.com, and Weather.com. It is simply shocking to think that one company should own all of that. To pile that on top of a functional monopoly of television, internet, and telephone service in much of the country is unconscionable. It will force other media companies to merger in order to compete, and the sheer size and power of Comcast after the merger would prevent competitors from even putting a pinky toe in the market. Would Comcast throttle the internet traffic to sites of its competitors? Would it favor its own programming in television pricing? Would it give preferential movie distribution to its own film production companies?

Comcast's *de facto* power in the media market after such a merger would be nearly insurmountable for both competitor and consumer. I urge the Commission to reject this merger, and consider using your authority to regulate the media market more stringently. Americans do not benefit from the homogenization of our media market; we must have as many competitors as possible to provide the greatest amount of choice.

Sincerely,

/s/

Adam Bailey