

VIA ELECTRONIC FILING

March 29, 2010

Ms. Marlene Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554

RE: Exparte Communication  
Gen Docket No. 09-47, 09-137, 09-51

Dear Ms. Dortch:

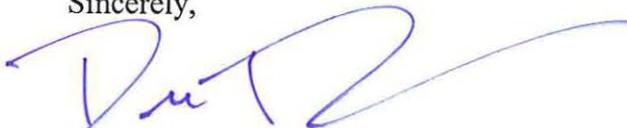
On Thursday, March 25, 2010, Richard Schneider, CEO, Antennas Direct; Scott Kolbe representing Antennas Direct; and David Donovan representing MSTV, met with the following members of the Media Bureau: William Lake, Robert Ratcliffe, Eloise Gore and Barbara Kreisman.

Mr. Schneider observed that since the DTV transition there has been a dramatic increase in the demand for TV antennas. As a result of this demand, major retail electronic stores are now stocking antennas and some have displays. Mr. Schneider attributed this demand increase to the fact that local broadcasters are now providing more programming options through multicasting and consumers like HDTV content provided by local broadcasters.

The dramatic increase in demand for TV antennas corroborates studies, which show that the total number of television viewers relying on antennas will increase dramatically. For example, one study demonstrated that the number of homes relying exclusively on over-the-air television will increase by 36% between now and 2014. Moreover, the total number of homes that will have at least one TV set relying on an antenna for reception will increase from 32.3 million to 51.4 million homes by 2014.

The attached materials were distributed at the meeting.

Sincerely,



David Donovan