

May 03, 2010

Chairman Julius Genachowski  
Commissioner Michael J. Copps  
Commissioner Robert M. McDowell  
Commissioner Mignon Clyburn  
Commissioner Meredith Attwell Baker  
Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

I write you today to address the potential impact of the Comcast-NBC joint venture on independent programmers' ability to gain carriage on Comcast's cable service. Given our experience with Comcast, Go!TV not only sees no cause for concern, but believe that the venture will promote the distribution of unaffiliated programming networks like ours.

Go!TV is where soccer lives in the US. We provide year-round coverage of "the beautiful game" to millions of die-hard fans across the country. Founded in 2003 and led by Chief Executive Officer and former international fútbol superstar, Enzo Francescoli, Go!TV is the only bilingual US soccer network and the first channel created by professional athletes. We are the all-soccer network, with unsurpassed exclusive soccer broadcast rights that enable us to offer over 6,000 hours of pure soccer action consisting of more than 4,200 hours of match play and soccer programming.

Our success as an independent programmer stems from our ability to identify and cater to soccer's most passionate fans. Those fans demand access to matches from around the globe that they simply can't find on mainstream broadcast or cable channels. Our distribution partners understand that and that is why Go!TV is currently available in 12 million U.S. households.

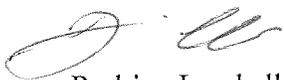
In fact Go!TV's success is in part thanks to distribution partners like Comcast. Comcast understands that America is melting pot of people, cultures, ideas and languages and as a result they have invested in their network to bring consumers the programming that matters to them. Comcast's pioneering of digital cable and video-on-demand technology is a leading factor in the expanded diversity of programming, consumers choices, and independent programmers that we see today.

As well, Comcast has been an excellent partner. Comcast has always been fair in its negotiations for carriage of our channel and in its ongoing dealings with us as an independent programmer. Today, thanks to our partnership, Comcast carries Go!TV in 2,664,000 households.

First and foremost, programmers like Go!TV succeed because we can make an undeniable value proposition to carriers. However, the opportunity for independent programmers to succeed is a result of the vision of companies like Comcast to invest in technologies that allow for an increased diversity of programming content and choices. As a long time business partner to Comcast I can tell you that their commitment to programming diversity and to bringing compelling programming to consumers, no matter who creates it, is second to none. As such, I strongly support their joint venture with NBC and urge the Commission to view the deal favorably and make no delay in its approval.

Thank you for your consideration of our views.

Sincerely,



Rodrigo Lombello  
| Chief Operating Officer