



TRIBECAENTERPRISES.COM

June 2, 2010

Chairman Julius Genachowski
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket 10-56

Dear Chairman Genachowski,

We would like to take this opportunity to express Tribeca Enterprises' support of Comcast Cable Communications, LLC as a key partner in connection with our new distribution initiative, Tribeca Film. By extension, we would like to express our support for the Comcast-NBC Universal merger.

Based in New York and established in 2003, Tribeca Enterprises is a diversified media company that currently operates a network of branded entertainment businesses, including the Tribeca Film Festival and Tribeca Film. Our mission is to provide independent filmmakers with unique platforms to expand the audience for their works and to broaden the access point for consumers to experience independent film and media. In furtherance of that mission, Tribeca Film is dedicated to acquiring and distributing independent films across multiple platforms, including video-on-demand, theatrical and home entertainment. Launched earlier this year, the objective of Tribeca Film is to provide independent filmmakers with an integrated national marketing and distribution platform to reach new and expanded audiences.

As video-on-demand is a critical component of Tribeca Film's distribution strategy, Comcast was a natural partner, and one that we determined early on would play a significant role in our success. From our initial discussions with Comcast, to our negotiations with its business and legal teams, to our ongoing interactions with its operational and marketing groups as we've gotten Tribeca Film up and running, we've found Comcast to be committed, generous and collaborative.

From the start, Comcast embraced the variety of our initial slate of films, which embodies the spirit of independent filmmaking and ranges from documentaries about environmental protection and an outlaw family in West Virginia to feature length narratives about a road trip across India and a high-schooler who believes he is the re-incarnation of Leon Trotsky. Additionally, Comcast's production team was remarkably flexible when it came to our delivery deadlines, which enabled us to secure an optimal number and quality of titles. Further, multiple divisions and groups within Comcast, including its programming, marketing, public relations and web teams, worked with our teams in an integrated fashion. Together, we were able to maximize cross-promotional opportunities and to drive consumer awareness – and sales – of Tribeca Film titles.

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Our experience with Comcast has been very positive. Comcast has demonstrated its support of our innovative, independent programming by embracing and bolstering Tribeca Film through its video-on-demand service. We look forward to continued success, not only with Tribeca Film, but also with Comcast.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jane Rosenthal', with a stylized flourish at the end.

Jane Rosenthal
Co-Founder Tribeca Enterprises