



June 18, 2010

To the FCC Chairman and Commissioners:

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 am writing to you on behalf of the four marketing communication agencies that comprise VivaKi to support the proposed partnership between Comcast and NBC Universal. We support the proposed transaction because we believe it will provide consumers with more choice and control over advertising messages and content and, as a result, will be beneficial to advertisers, content creators and consumers.

Rather than shrink the number of potential advertising outlets, we feel that the Comcast-NBC partnership will actually expand the market. For starters, the deal could improve the ability of advertisers to reach mass audiences through an expanded national network of programming assets, broadcast stations and cable networks. Moreover, we believe the partnership will encourage technological innovation that will ultimately make advertising more efficient and more relevant to consumers. Recent technical innovations like Enhanced Binary Interchange Format - in which Comcast played a pivotal role as innovator and investor - is beginning to enable direct, interactive ad placements in carefully segmented audiences. VivaKi



participated in an early test run of interactive addressable ads designed to deliver meaningful, relevant information to consumers. The results were positive and underpin our belief that the partnership will increase the efficiency of ad buys and encourage additional spending and investment in the sector. Advertisers who benefit from this meaningful and efficient connection to consumers will be willing to invest in the partnership. Higher ad revenues will ultimately mean more money for content creators to spend on program development, creating value for viewers and advertisers alike.

The cable industry has a long history of protecting consumer privacy, and Comcast in particular has been clear about its goals to remain focused on that.

Consumers will win. Advertisers will win. The industry will win. For these reasons, the combination of Comcast and NBCU would be a positive development that we support completely. We believe that our opinion reflects the position of the overwhelming majority, if not all, of the hundreds of marketers we represent in the U.S. More than that, however, we believe that millions of consumers will be better served by the combination of Comcast and NBCU.

Sincerely,

Curt Hecht
CEO, VivaKi Nerve Center