



Naked Communications New York

June 21, 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:

Naked Communications is an independent advertising strategy group with an international outlook. We work with companies large and small, seeking to advance our clients' messages across multiple platforms and through diverse types of media. We believe today's technological abundance offers unique opportunities to reach end-audiences, hold their attention and, most importantly, introduce the new experiences and products our clients seek to deliver

I have spent my life in the advertising industry, working for firms of all sizes and in numerous different economic sectors. I've also served as an advisor for a variety of local and global organizations involved the arts, digital technology and research. Hence, when I consider the possibilities of a transaction like the proposed combination of Comcast and NBC Universal, I can confidently do so from a perspective of personal experience. In sum, I strongly urge you to support this innovative business deal.

By bringing their respective strengths and assets together, Comcast and NBC Universal will be able connect advertisers, content producers and viewers in ways neither company could accomplish alone. In an ideal world, for example, a number of my clients would prefer to narrowly target certain demographic groups who share one or more additional traits. With this combination of production and delivery, not only will such targeting become possible, it will swiftly emerge as the "new norm." I have no doubt that Comcast's competitors will also soon be forced to innovate and that we'll rapidly see the emergence of an unprecedented array of options throughout the information economy. Notably, audience-matching will be made even more workable as Comcast begins offering NBC's content over its specialized on-demand and online platforms.

Today's consumer is far more demanding than their forbears - and rightfully so. Successful advertisers and media companies understand and embrace these new demands and make possible the content experiences viewers are seeking. That's what we do at Naked Communications everyday and it's why we hope you'll endorse this transaction.

Thank you for the hard work and attention you've put into this matter. I hope my comments are useful during your deliberations.

Sincerely,
A handwritten signature in black ink, appearing to read "Paul Woolmington", written over a horizontal line.

Paul Woolmington
Founding Partner, Naked Communications