



Starcom MediaVest™
GROUP

Laura Desmond, Global CEO

June 18, 2010

Dear Chairman Genachowski and Commissioners:

I am writing to you on behalf of one of the largest media communications groups in the world, Starcom MediaVest Group (SMG), and the many Fortune 500 clients our agency represents in the U.S. We strongly support the Comcast/NBC partnership because we believe it will provide consumers more choice and control over advertising messages and content.

We feel that the Comcast-NBC joint venture will expand the marketplace by improving our ability to reach mass audiences through its national network of programming assets, broadcast stations and cable networks which makes advertising more efficient. We also believe this new entity will help shape industry standards on how to reach today's technology savvy viewer while protecting consumer privacy which is in the best interest of our entire industry.

Technology innovation is pivotal to the future success for this sector, and in that regard Comcast has led the way. We've begun testing ways to enable direct, interactive ad placements in carefully segmented audiences and Comcast played a pivotal role as an innovator and investor. In partnership with VivaKi, we've also participated in an early test run of interactive addressable ads designed to deliver meaningful, relevant information to consumers. The results support our belief that the partnership will increase the efficiency and effectiveness of advertising and encourage additional spending and investment in the sector. If we can make interactive addressable ads a reality - which the Comcast-NBC merger will help us do - marketers will reward them with greater investment in the medium and that converts to more money for content creators to develop quality programming.

Although Comcast already has several cable networks, the addition of NBCU significantly increases Comcast's content portfolio. Having more content allows for Comcast to retain a larger portion of the value created by the deployment of new media technology and distribution which in turn can be invested to further innovation to allow increase consumer choice over content and the advertising messages that support it which is a win for all of us -- consumers, media agencies and marketers alike.

For these reasons, the combination of Comcast and NBCU is a positive development we support completely.

Sincerely,

Laura Desmond