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VIA ELECTRONIC FILING

September 9, 2010

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Notice of *Ex Parte* Presentation

ViaSat, Inc. and WildBlue Communications, Inc.
GN Docket No. 09-51; WC Docket No. 06-122

Dear Ms. Dortch:

On September 8, 2010, Lisa Scalpone of WildBlue Communications, Inc., a wholly-owned subsidiary of ViaSat, Inc., and I met with the Commission staff identified below. The attached presentation formed the basis for the discussion.

Please contact me with any questions.

Respectfully submitted,

/s/ John P. Janka
John P. Janka

*Counsel for ViaSat, Inc. and
WildBlue Communications, Inc.*

Enclosure

cc: Claudia Fox
Leon Jackler
Vicky Robinson
Chin Yoo



WILDBLUE

— a *ViaSat. company*

USF Broadband Contributions

ViaSat, Inc.

WildBlue Communications, Inc.

September 8, 2010

Broadband Contribution Structure Can Affect Adoption



- **USF contribution policy may impact adoption rates in high-cost areas**
 - Highest cost areas unlikely to be feasible for wireline buildout (NBP: \$56K per HH for last 250K HH)
 - Increasing broadband cost to these HHs will lower adoption
- **Exempting “eligible” end users from contribution base can facilitate adoption**
 - End-users in high-cost areas, and low income users
 - Lower cost of service speeds broadband adoption
- **If contribution exemptions not possible, policy should ensure high-cost areas see full potential benefits**
 - Targeted programs to spur adoption or upgrade speed

Contribution Assessments Should be Connections-Based



- **Revenue-based assessments more complex, especially as hybrid/bundled offerings evolve**
- **Subscriber/connections-based assessments more transparent**
 - Provide business certainty in structuring consumer offerings
 - Facilitates compliance and easier auditing
- **Subscriber-based assessment allow policy to exclude eligible end users from contribution base**
- **If revenue-based approach used, simple mechanism needed to separate revenues from non-covered services**
 - e.g., video programming, software, installation and equipment



Contributions Should Exclude Wholesale Services



- **Contributions should be assessed only on the provision of monthly service to end users**
 - **Not the “wholesale” inputs**
- **Retain “upstream” capacity sales exemption from current USF program**

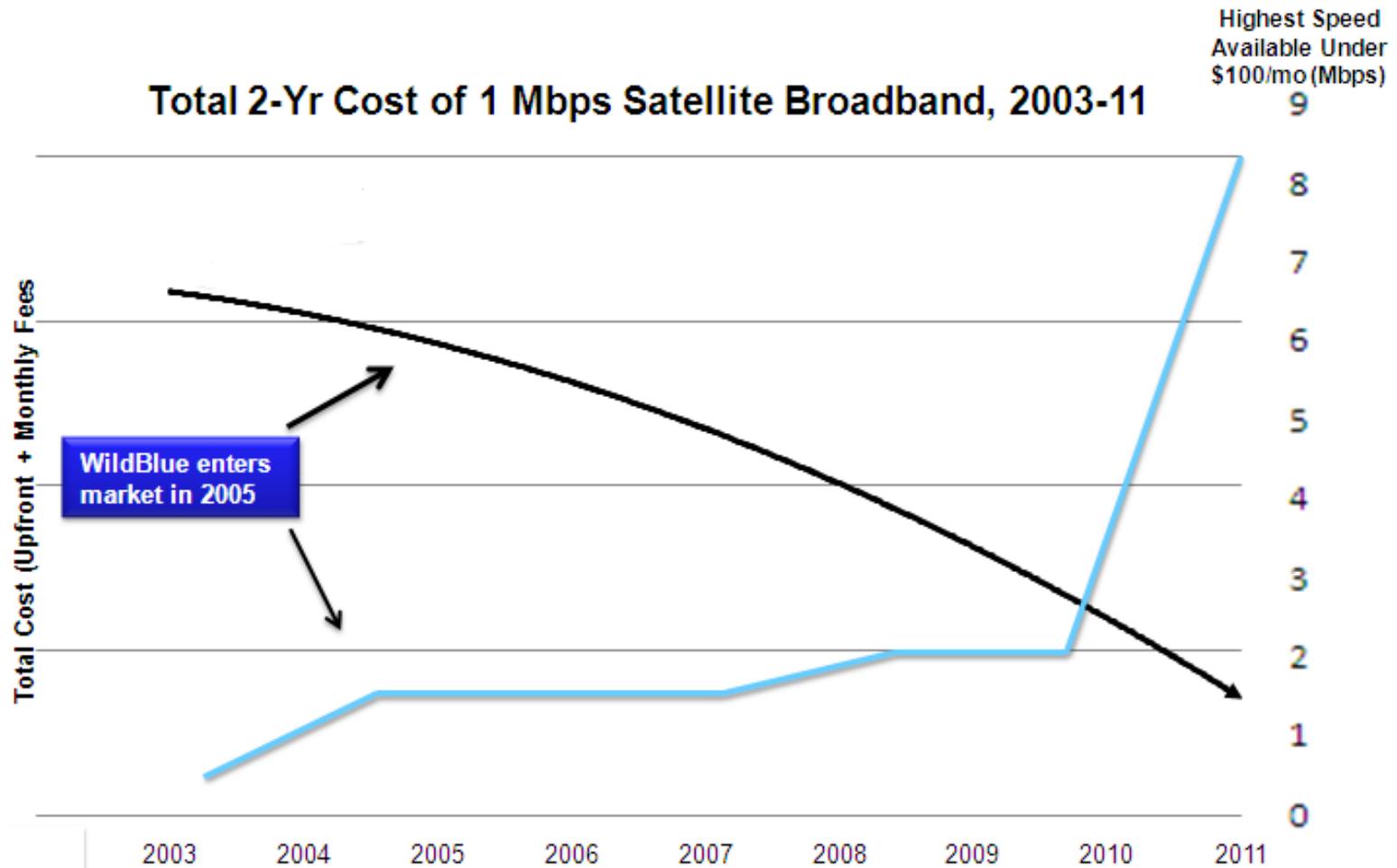


Competition for USF Funds is Critical



- **Any service provider who contributes also should be eligible to compete for support**
 - **Subject to meeting technology-neutral service requirements**
 - **Competition among support recipients will reduce size of fund**
- **Satellite broadband market is highly competitive and at cusp of next generation service**
 - **Tilting competitive landscape by subsidizing favored technologies harmful to consumers**

Satellite broadband market: Decreasing prices and increasing speeds



Satellite Broadband is Part of the Solution



- **Highest speed/most cost-effective solution in unserved and rural areas**
- **Meets needs of the unserved, wherever located**
 - **Including the ~50% sprinkled throughout geographic areas otherwise mapped as “served”**
- **Also provides needed competition to cable in places where DSL may not get upgraded soon**
- **Upcoming satellite systems offer higher speeds and more affordable prices than ever before**
 - **Offerings of ~4x speed for ½ the price possible before**

