

December 20, 2010

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VIA ECFS

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, S.W.
TW-A325
Washington, DC 20554

Re: *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses or Transfer Control of Licenses, MB Docket No. 10-56*

In the Matter of the Future of Media and Information Needs of Communities in a Digital Age, GN Docket. No. 10-25

Dear Ms. Dortch:

On Thursday, December 16, 2010, Andy Lack, Chief Executive Officer for Multimedia of Bloomberg, L.P. (“Bloomberg”), Ien Cheng, Chief of Staff to the Chief Executive Officer, and I met in Bloomberg’s headquarters in New York City with Steven Waldman, Senior Adviser to the Chairman, regarding the Commission’s Future of Media Initiative captioned above, as well as concerns of Bloomberg regarding the merger and transfer of control of licenses of NBC Universal, Inc. (“NBC Universal”) to Comcast Corporation (“Comcast”).¹

During the course of the meeting, there was a considerable discussion of Bloomberg’s video programming news service, Bloomberg Television® (“BTV”), the scope and breadth of its coverage of its news and information programming, specifically including business and news affecting business. We also reviewed the future of such independent news gathering and distribution channels, including the considerable barriers to entry of any future independent video programming channel devoted to news such as BTV. There was also a discussion between Messrs. Lack and Waldman about the future of local news programming, including business news

¹ Although this ex parte notice would normally have been filed the day after the meeting, the Commission announced that filing deadlines for last Friday, December 17, 2010, were extended until today, Monday, December 20, 2010. See Public Notice, “Extension of Deadline – Paper and Electronic Filings,” released December 17, 2010.

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programming. They also discussed the training and development of journalists in local news markets, and the role of newspapers in the coverage of business news.

In addition, there was a discussion of Bloomberg's particular concerns that arise from the merger and specifically the impact it would have on independent sources of news, particularly business news, such as BTV. We reviewed the incentives that Comcast will have to cause competitive harm and discriminate against BTV that will be created as a result of its ownership of BTV's principal competitor and the dominant business news channel, CNBC. We further noted the importance of news and information programming in the Commission's determination of what serves the public interest.

Bloomberg's representatives also discussed "neighborhooding" of news channels, including business news channels such as BTV, on contiguous, adjacent channels wherever Comcast owned news channels are carried by Comcast, as a means of addressing these competitive harms.² We highlighted the importance of neighborhooding for consumers, as well as the success that BTV has had both overseas and with other United States multichannel video programming distributors, in particular the satellite MVPDs, which have organized their channels into a news neighborhood.

In addition, there was a discussion of the future role of online distribution of news channels, including local news, as well as news from programmers such as BTV.

If there are any questions regarding this matter, please contact the undersigned at 202-457-6340.

Respectfully submitted,



Stephen Díaz Gavin

Attachments

cc: Steven Waldman

² A "news channel" means a commercial U.S. owned video programming network focused on news and public affairs programming, including business news, for at least ten (10) hours during the period 6:00 AM through 10:00 PM.