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INTERNET COMPETITION BUR.

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

2011 FEB 17 P 3:40

FILED/RECEIVED

In the Matter of )  
 )  
Section 63.71 Application of )  
 )  
Pacific Bell Telephone Company d/b/a )  
AT&T California )  
 )  
For Authority Pursuant to Section 214 of )  
The Communications Act of 1934, As Amended, )  
To Discontinue the Provision of Service )

File No.

FILED/ACCEPTED

FEB 16 2011

Federal Communications Commission  
Office of the Secretary

**SECTION 63.71 APPLICATION OF  
PACIFIC BELL TELEPHONE COMPANY D/B/A AT&T CALIFORNIA**

AT&T Inc. on behalf of its affiliate, Pacific Bell Telephone Company d/b/a AT&T California (herein after "AT&T") applies for authority under Section 214(a) of the Communications Act, as amended ("the Act"), 47 U.S.C. § 214 and Section 63.71 of the Federal Communications Commission's ("Commission") rules, 47 C.F.R. § 63.71, to discontinue offering Advanced Broadcast Video Service (ABVS) and Advanced Video Service Component Video (AVS-CD) throughout its service territory in California.

As required by Section 63.71(a) and (b) of the Commission's rules, AT&T is providing the following information:

**Name and Address of Carrier (47 C.F.R. §§ 63.71(a)(1), (b)(2)):**

Pacific Bell Telephone Company  
2600 Camino Ramon  
San Ramon, CA 94583

**Date of Planned Service Discontinuance (47 C.F.R. §§ 63.71(a)(2), (b)(2)):**

AT&T plans to discontinue offering ABVS and AVS-CD to new customers effective May 1, 2011, subject to Commission approval of this application. ABVS will continue to be provided to existing customers on a month-to-month basis and may be discontinued by AT&T after May 1, 2012 with 30 days advanced notice, subject to approval of this application. AT&T plans to discontinue providing AVS-CD to existing customers on or after January 31, 2012, subject to approval of this application.

**Points of Geographic Areas of Service Affected (47 C.F.R. §§ 63.71(a)(3), (b)(2)):**

ABVS and AVS-CD will be discontinued throughout the AT&T service territory in California.

**Brief Description of Type of Service Affected (47 C.F.R. §§ 63.71(a)(3), (b)(2)):**

Advanced Broadcast Video Service is a 45 Mbps premise to premise or premise to POP digital video service. Advanced Video Service – Component Video provides for the receipt or hand-off of a digitized video to or from the network interface utilizing component video methodology. AT&T offers these services pursuant to the terms of the Pacific Bell Telephone Company Tariff F.C.C. No. 1.

AT&T is discontinuing these services due to lack of demand as the marketplace currently requires significantly more bandwidth, which is provided on up-to-date technology platforms. The public convenience and necessity is not harmed by AT&T's discontinuance of these services as there are competing advanced video transport services in the marketplace including AT&T's Serial Component Video service and High Definition Video Transport service.

**Brief Description of the Dates and Methods of Notice to All Affected Customers (47 C.F.R.**

**§ 63.71(b)(3)):**

AT&T notified its customers of its intention to discontinue offering these services by letters sent via U.S. Mail on February 10, 2011. A copy of the customer notifications are attached hereto as Attachment A.

Copies of this Application are being sent, first class U.S. Mail, to the public utilities commission and governor of California and also to the Special Assistant for Telecommunications to the Secretary of Defense, as required by Section 63.71(a) of the Commission's rules.

**Regulatory Classification of Carrier (47 C.F.R. § 63.71(b)(4)):**

AT&T acknowledges that this Application will be processed using the Commission's rules for dominant carriers.

Questions about this application may be addressed to Toni Acton, AT&T Services, Inc., Director, Federal Regulatory, 1120 20th Street N.W., Suite 1000, Washington, D.C. 20036, (202) 457-3039.

**Conclusion:**

The public convenience and necessity will not be adversely affected by the discontinuance of these services since there are replacement services available from AT&T and other carriers. Therefore, AT&T respectfully requests the Commission approve its Section 63.71 Application to discontinue the provision of Advanced Broadcast Video Service (ABVS) and Advanced Video Service Component Video (AVS-CD).

Respectfully submitted,

AT&T Inc.

By: /s/Terri L. Hoskins

Terri L. Hoskins  
Gary L. Phillips  
Paul K. Mancini

AT&T Services, Inc.  
1120 20<sup>th</sup> Street NW  
Suite 1000  
Washington, DC 20036

*Its Attorneys*

February 16, 2011

**CERTIFICATE OF SERVICE**

I do certify that I have this 16<sup>th</sup> day of February, 2011 served a copy of the foregoing  
Section 63.71 Application of AT&T Inc. by U.S. Mail postage prepaid to the following:

/s/Lacretia Hill

Secretary of Defense  
Attn: Special Asst. for Telecommunications  
Pentagon  
Washington, D.C. 20301

Michael R. Peevey  
President, California Public Utilities  
Commission  
Headquarters Office  
505 Van Ness Avenue  
San Francisco, CA 94102

Governor Jerry Brown  
State Capitol Building Suite 1173  
Sacramento, CA 95814  
Phone: 916-445-2841  
Fax: 916-445-4633

# ATTACHMENT A



2600 Camino Ramon  
San Ramon, CA 94583

February 10, 2011

[Company Name]  
ATTN:  
[Mail Address]  
[Mail City, Mail State Mail Zip]

**Important Notice Regarding Discontinuance of  
Advanced Broadcast Video Service (ABVS)  
Effective 05/01/2012**

Thank you for using AT&T for your communication service needs. We want to be sure you are kept aware of upcoming changes to your Advanced Broadcast Video Service (ABVS).

The primary network components that AT&T uses to provide ABVS are being retired by the network component supplier. AT&T has determined that there is no feasible solution available to meet ongoing ABVS service commitments. As a result, **AT&T is notifying you that ABVS will be withdrawn on May 1, 2012, and we wish to provide notice of our transition plans. This will provide time for you to review the alternative services that are available to you.**

**Effective on or about May 1, 2011, pending regulatory approval, ABVS will no longer be available to new customers in California (no current contract or service), and existing customers will not be permitted to purchase new service.**

As a current AT&T customer with ABVS, you may retain your existing service(s), until the service is withdrawn, subject to the following service restrictions:

- **Effective May 1, 2011, the daily rate will no longer be available with ABVS.**
- **Effective May 1, 2011, Moves, Additions, and Change orders for ABVS will no longer be accepted.** Beginning May 2, 2011, new requests for physical changes to ABVS including installation of new service, or moves to different service addresses, will not be provisioned.

ABVS will be provided to existing customers on a month-to-month basis until the service is discontinued. During any month-to-month service period, AT&T may change the rates, terms and conditions of the service upon at least 30 days notice.

Although AT&T plans to discontinue ABVS on May 1, 2012, **AT&T offers as a replacement Serial Component Video Service (SCVS) and High Definition Video Transport (HDVT).**

AT&T's SCVS service is a point-to-point, one-way video service for the transmission of very high quality video signals. These signals are defined as ANSI/SMPTE 259M format signals (Society of Motion Picture and Television Engineers standard 259M). The bandwidth is 270 Mbps. SCVS is becoming the service of choice for broadcasters transitioning from an analog to digital transmission format for digital TV and High Definition broadcasting.

AT&T's HDVT service provides one-way transmission of a digital video signal on a point-to-point basis. HDVT is a purely digital format. The following standards are supported: SMPTE 292M (1.485 Gbps); SMPTE 310M (19.39 Mbps); SMPTE 259M; Serial Data Transport Interface (SDTI SMPTE 310M); and Digital Video Broadcasting-Asynchronous Serial Interface (DVB-ASI).

With SCVS and HDVT you will benefit from:

- Flexible, cost effective connectivity which could enable you to lower your investment.
- In-depth design and engineering services, so that your network design can fit your video application needs.
- High quality digital bandwidth for broadcast quality transmissions which can help to deliver clear images.

Your business is important to us. We want to ensure that you are obtaining the most suitable services for your needs. Please contact your Account Manager or other members of your Sales Team if you have any questions. AT&T regrets any inconvenience the discontinuance of AT&T ABVS may cause and will work with you to make your transition to a new service arrangement as smooth as possible.

Sincerely,

Cindie Justice  
Sr. Product Marketing Manager

**AT&T is required by the FCC to provide the following statement:**

The FCC will normally authorize this proposed discontinuance of service (or reduction or impairment) unless it is shown that customers would be unable to receive service or a reasonable substitute from another carrier or that the public convenience and necessity is otherwise adversely affected. If you wish to object, you should file your comments as soon as possible, but no later than 30 days after the Commission releases public notice of the proposed discontinuance. Address them to the Federal Communications Commission, Wireline Competition Bureau, Competition Policy Division, Washington, DC 20554, and include in your comments a reference to the §63.71 Application of Pacific Bell Telephone Company d/b/a AT&T California. Comments should include specific information about the impact of this proposed discontinuance (or reduction or impairment) upon you or your company, including any inability to acquire reasonable substitute service.



2600 Camino Ramon  
San Ramon, CA 94583

February 10, 2011

[Company Name]  
ATTN:  
[Mail Address]  
[Mail City, Mail State Mail Zip]

**Important Notice Regarding Discontinuance of  
Advanced Video Service-Component Digital (AVS-CD)  
Effective 1/31/2012**

Thank you for using AT&T for your communication service needs. We want to be sure you are kept aware of upcoming changes to your Advanced Video Service-Component Digital Service (AVS-CD).

The primary network components that AT&T uses to provide AVS-CD are being retired by the network component supplier. AT&T has determined that there is no feasible solution available to meet ongoing AVS-CD commitments. As a result, **AT&T is notifying you that AVS-CD will be withdrawn on January 31, 2012, and we wish to provide notice of our transition plans. This will provide time for you to review the alternate services that are available to you.**

**Effective on or about May 1, 2011, pending regulatory approval, AVS-CD will no longer be available to new customers in California (no current contract or service), and existing customers will not be permitted to purchase new service.**

As a current AT&T customer with AVS-CD, you may retain your existing service(s), until the service is withdrawn, subject to the following service restrictions:

- **Effective May 1, 2011, the daily rate will no longer be available with AVS-CD.**
- **Effective May 1, 2011, Moves, Additions, and Change orders for AVS-CD will no longer be accepted.** Beginning May 2, 2011, new requests for physical changes to AVS-CD including installation of new service, or moves to different service addresses, will not be provisioned.

AVS-CD service will be provided to existing customers on a month-to-month basis until the service is discontinued. During any month-to-month service period, AT&T may change the rates, terms and conditions of the service upon at least 30 days notice.

Although AT&T plans to discontinue AVS-CD on January 31, 2012, **AT&T offers as a replacement Serial Component Video Service (SCVS) and TV1 Analog Video Service.**

AT&T's SCVS service is a point-to-point, one-way video service for the transmission of high quality video signals. These signals are defined as ANSI/SMPTE 259M format signals (Society of Motion Picture and Television Engineers standard 259M). The bandwidth is 270 Mbps. SCVS is becoming the service of choice for broadcasters transitioning from an analog to digital transmission format for digital TV and High Definition broadcasting.

AT&T's TV1 Analog Video service is a point-to-point, one-way video service for the transmission of a National Television Standards Committee (NTSC) color video signal. The bandwidth is from 30 Hz up to 6.6 MHz. TV1 is excellent quality for today's NTSC video transport.

With SCVS and TV1 you will benefit from:

- Flexible, cost effective connectivity which could enable you to lower your investment.
- In-depth design and engineering services, so that your network design can fit your video application needs.
- SCVS provides high quality digital bandwidth for broadcast quality transmissions which can help to deliver clear images.

Your business is important to us. We want to ensure that you are obtaining the most suitable services for your needs. Please contact your Account Manager or other members of your Sales Team if you have any questions. AT&T regrets any inconvenience the discontinuance of AT&T AVS-CD may cause and will work with you to make your transition to a new service arrangement as smooth as possible.

Sincerely,

Cindie Justice  
Sr. Product Marketing Manager

**AT&T is required by the FCC to provide the following statement:**

The FCC will normally authorize this proposed discontinuance of service (or reduction or impairment) unless it is shown that customers would be unable to receive service or a reasonable substitute from another carrier or that the public convenience and necessity is otherwise adversely affected. If you wish to object, you should file your comments as soon as possible, but no later than 30 days after the Commission releases public notice of the proposed discontinuance. Address them to the Federal Communications Commission, Wireline Competition Bureau, Competition Policy Division, Washington, DC 20554, and include in your comments a reference to the §63.71 Application of Pacific Bell Telephone Company d/b/a AT&T California. Comments should include specific information about the impact of this proposed discontinuance (or reduction or impairment) upon you or your company, including any inability to acquire reasonable substitute service.