

**Avner Ronen**, Brooklyn-based CEO of the Internet video provider **Boxee**, scheduled a meeting recently with the **FCC's** chairman when he realized a proposed rule could seriously damage the company. Ronen showcased how users of the Boxee Box, which aggregates videos from the Web and displays them on a TV set, can flip between several channels/Web pages, *Businessweek* notes.

The rule proposed by the FCC in October would allow cable operators to encrypt all their TV transmissions, serving as a blow to Boxee, which allows cable subscribers to plug their cords directly into Boxee Boxes—bypassing the cable companies' own set-top boxes, *Business Week* maintains. I urge the FCC to abandon the rule. If the rule goes into effect, people using Boxee to watch cable will only see static. Boxee has since rallied some of its 2 million users through blogs and social networks, asking them to voice their opposition to the FCC rule; about 2,000 people have written detailed, personal messages, according to Ronen.

While **Comcast**, **News Corp.**, and **Disney** dedicated a combined \$30.6 million to lobbying last year, Boxee can't afford to spend more than \$50,000. "I don't believe it is realistic to expect startups to pay too much attention to regulatory and legislative proceedings," Ronen told *Businessweek*. "I guess one lesson to other startups is that if there is an issue that concerns you, it may be worth a trip to D.C."