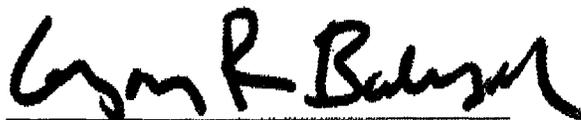


VERIFICATION

I, Gregory R. Babyak, do hereby declare under penalty of perjury as follows:

1. I am Head of Government Affairs at Bloomberg L.P.

2. I have read the foregoing BLOOMBERG L.P.'S RESPONSE TO COMCAST CABLE COMMUNICATIONS, LLC'S LETTER RESPONDING TO THE MEDIA BUREAU'S REQUEST FOR ADDITIONAL INFORMATION REGARDING HIGH DEFINITION NEWS NEIGHBORHOODS and hereby declare that the statement made in this filing are true and correct to the best of my knowledge, information and belief.



Gregory R. Babyak

June 21, 2012

EXHIBIT A

Bloomberg <HD>



GOLDMAN'S NET INCOME

DROPPED
13%
IN 2010



WHERE GOLDMAN MAKES MONEY



GOLDMAN'S TOP HOLDERS

GS PARTNERS	4.85%
STATE STREET	3.92%
VANGUARD	3.48%
CAPITAL WORLD	3.31%

Bloomberg <HD> ↓ 1.08 **IBM** 145.89 ↑ 2.71 **GOOG** 594.23 ↓ 11.22 **CSCO** 19.52 ↑ 0.31 **ORCL** 38.12 ↓ 0.15

3:12 ET
APR 27

**HOUSE PASSES NEW CYBER-
SECURITY BILL BY VOTE OF 248-168**

DOW
13238.90
↑ 0.26%

S&P
1404.25
↑ 0.31%

NAS
3070.31
↑ 0.65%

10-YR
2.80
↓ 0.01

2-YR
0.45
↑ 0.06

Bloomberg TV in SD



Bloomberg 182.33 ↓ 0.77 MSFT 28.08 ↓ 0.17 JPM 41.44 ↓

9:11 ET
27 JUL

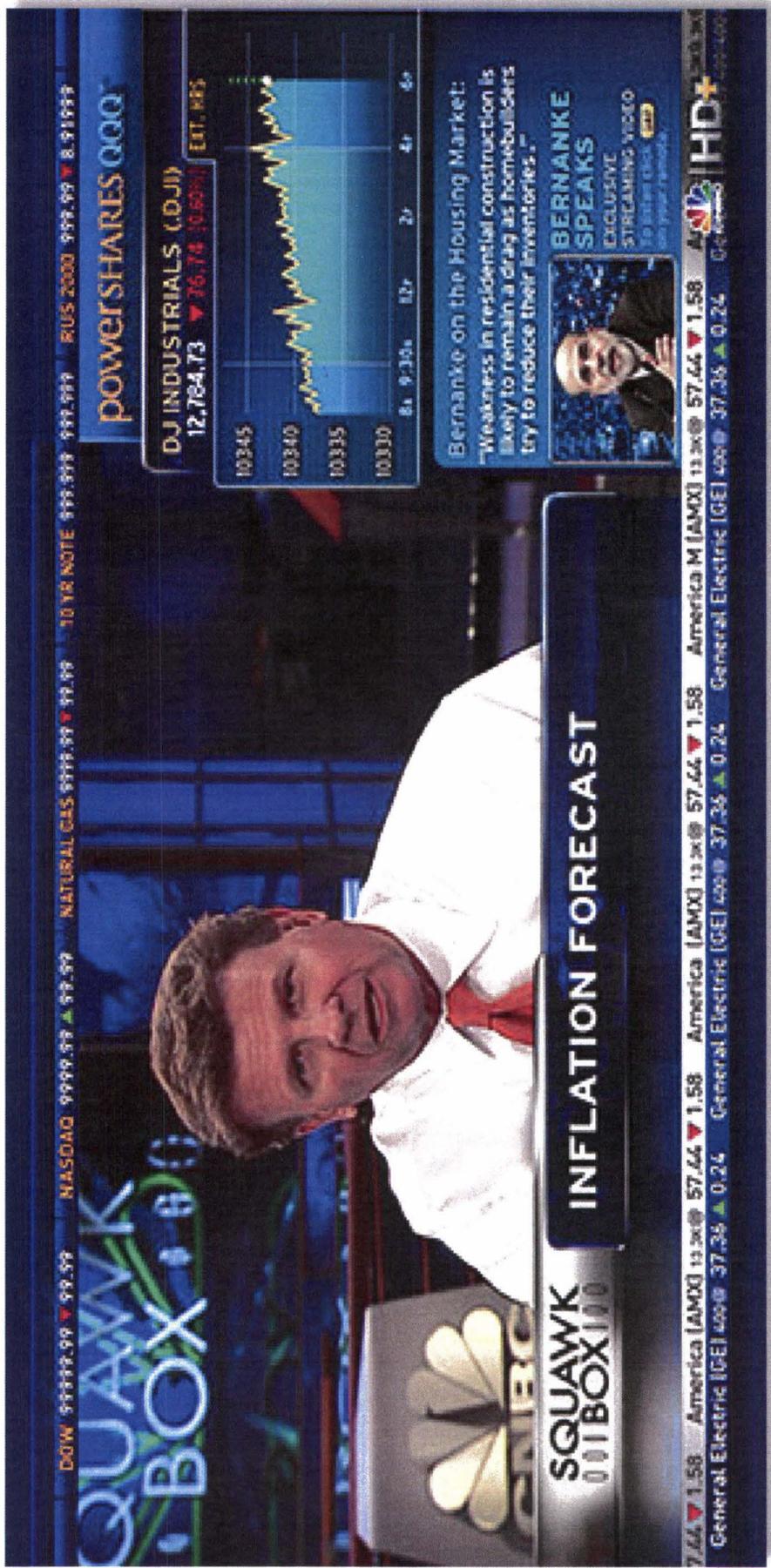
**EXELON TOPS 2Q EPS \$1.05
TOPS ESTIMATES OF 95C**

DOW FUT
12,416.00 ↓
16.00 ↓

S&P FUT
1,321.50 ↓
4.70 ↓

NDX FUT
2,410.75 ↓
12.75 ↓

CNBC HD



● ● NBC SD

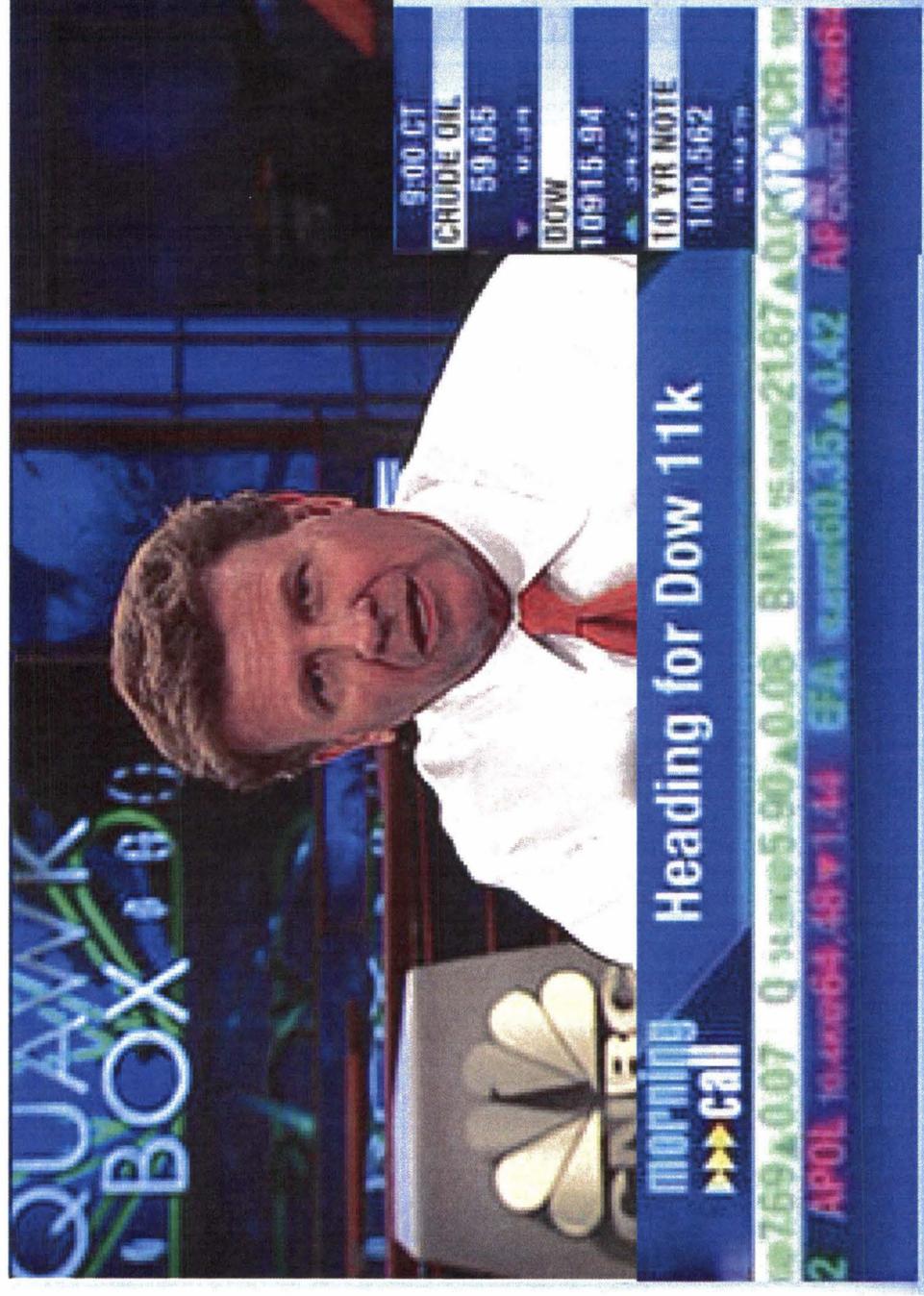


EXHIBIT B

**BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In re Complaint of)	
)	
BLOOMBERG L.P.)	MB Docket No. 11-104
)	
v.)	
)	
COMCAST CABLE COMMUNICATIONS, LLC)	
)	
)	
)	

DECLARATION OF ADAM GOLDBERG

I, Adam Goldberg, hereby declare under penalty of perjury that the following is true and correct to the best of my knowledge.

1. My name is Adam Goldberg. My business address is 3003 Barkley Gate Lane, Fairfax, VA 22031.

2. I have nineteen years of experience working as a technology consultant, software engineer, and public policy advocate in the media and consumer electronics industry, and for software and technology companies. I am a senior member of the Institute of Electrical and Electronic Engineers (IEEE), and hold a patent in digital closed captioning technology (U.S. Patent #6,097,439).

3. From May of 1992 through March of 1995, I served as a senior software engineer at Microware Systems Corp. Microware Systems develops and supports sophisticated real-time operating system software, network and communications software, and development tools for

embedded systems, communications, and consumer products. In that capacity, I was a member of the team that developed one of the first middleware operating environments for digital television receivers.

4. From March of 1995 through June of 2000, I worked as an engineer at Harmonic, Inc. In that capacity, while serving in the Consumer Network Products division, I led a team that was responsible for the planning, scheduling, software architecture, and engineering design related to porting software into a new processor and operating system. I was also a member of the silicon chip engineering team that designed a set-top integration chip and a member of the software team that was successful in bringing a multiple network digital set-top box to production. Among other responsibilities, my duties included work on the system design and architecture, portions of networking protocols, MPEG decoder driver, MPEG decoder chip microcode specification, video digital-analog-converter controls (analog-digital switching), and lab network design.

5. Also while at Harmonic, I was a key member of the group responsible for standards activities. I was the primary delegate to the Digital Video Broadcasting project (DVB) (and chair of the DVB Simulcrypt committee), and co-founder of OpenCAS (an early attempt at separating set-top box hardware from security systems). I was the primary architect and editor of the Advanced Television Systems Committee (ATSC) Standard for Conditional Access (ATSC A/70). As a key member of the architectural decision making team, I analyzed end-to-end digital and hybrid television systems, and served as an internal consultant on end-to-end television system issues and related standards and ongoing standards work.

6. From July of 2000 to April of 2001, I served as the Director of Exodus Communications. Exodus Communications was a leading Internet infrastructure services group that offered many services, including high-end web hosting, collocation assistance, network access, and

network storage. In that capacity, I built a technical advisory and planning team to develop technology applications for new high value-add managed service product offerings. I also worked with others at the organization on implementation of these offerings.

7. From May of 2001 through June of 2006, I served as the Director of Television Standards and Policy Development at Sharp Laboratories of America. Sharp Laboratories operates a research and development laboratory that offers services related to consumer systems and technology, digital imaging systems, and advanced video and display technology. In that capacity, I served as the primary standards representative to ATSC, Society of Cable Telecommunications Engineers (SCTE), and Consumer Electronics Association (CEA) standards developing committees. I also co-chaired the Copy Protection Technical Working Group (CPTWG) and participated in DVB Copy Protection activities and other international organizations. I contributed significantly to the industry "Cable-Ready Plug & Play" technical specifications and negotiations, and worked on Enhanced 8-VSB signaling issues. I also coordinated and directed television-related standards activities in the United States, including digital television, cable television and copy protection issues.

8. From June of 2006 through November of 2008, I served as Vice President of Government and Industry Affairs at Pioneer North America. Pioneer was an innovative leader in television, cable set-top box, and optical disc technologies and a manufacturer of innovative high-tech entertainment and electronic products such as high-performance audio, video and computer equipment for the home, car and business markets. As head of the Washington office, I served as the primary federal representative for Pioneer's home and mobile entertainment divisions. I coordinated and developed technology policy positions with international and domestic divisions within the company, and coordinated, directed and implemented regulatory and lobbying activities related to those policies. I also initiated, developed, planned and implemented technology

demonstrations. While at Pioneer, I chaired the consumer electronics industry's negotiations with the cable television industry on compatibility of retail devices with cable networks, represented Pioneer on the Consumer Electronics Association's Video Board, chaired CEA's Television Manufacturer's Caucus, and was elected vice-chair of the CEA Technology and Standards Council (2009 term). I also served as a Member of the ATSC Board of Directors.

9. Since December of 2008 I have been an independent consultant specializing in strategic marketing, technical challenges and public policy for the digital television industry. In this role, I have assisted companies in developing and refining business strategies for digital cable devices, and digital television. I have also assisted clients in evaluating and planning content protection and anti-piracy measures, and have served as an occasional expert witness.

10. I have co-authored two papers relating to the implementation of digital television system information and digital television receivers, which includes channel number signaling: (1) B. J. Lechner, R. Chernock, M. K. Eyer, A. Goldberg and M. S. Goldman, "The ATSC Transport Layer, Including Program and System Information Protocol (PSIP)", *Proceedings of the IEEE Special Issue on Global Digital Television: Technology and Emerging Services*, vol. 94, no. 1, pp. 77-101, Jan. 2006; and (2) J. G. N. Henderson, M. S. Deiss, A. Goldberg, B. Markwalter, M. Muterspaugh, and A. Touzni, "ATSC DTV Receiver Implementation", *Proceedings of the IEEE Special Issue on Global Digital Television: Technology and Emerging Services*, vol. 94, no. 1, pp. 119-147, Jan. 2006.

11. I have also presented papers on various technical topics, including those involving digital television and cable television, at the following forums:

Audio Engineering Society (AES) Convention, October 2011
IEEE Broadcast Technology Society Symposium, October 2009, October 2011
Sports Transmission Forum, May 2009
Korea Broadcast, Audio, Lighting Equipment Show, 2009, 2010

NAB Engineering Conference 2002, 2004, 2006

Consumer Electronics Show 2007

IEEE International Conference on Consumer Electronics 2003, 2005

Hollywood Post Alliance Technology Retreat, 2005, 2006, 2009

12. In a cable system, there are as many as 135 different RF channels, and each RF channel is analog, 64-QAM or 256-QAM. The 256-QAM channels have much higher data capacity, but require better RF characteristics (better reception characteristics). Each digital channel (64 or 256-QAM) carries a MPEG-2 transport stream, which contains several channels.

13. Most often, a particular digital channel will contain a set of HD channels or a set of SD channels (not usually a mixture).

14. Generally speaking, channels in the higher part of the spectrum (e.g., those above 750 MHz) have poorer RF performance and use 64-QAM instead of 256-QAM.

15. It takes a certain amount of time for a receiver to change RF channels and acquire the signal, and it takes additional time to change modulation schemes as well (e.g., a 64-QAM channel to a 256-QAM channel will take more time to do than 64-QAM to 64-QAM).

16. In order to minimize channel change time, there's an effort (where possible operationally) for sequential "channel numbers" to be on the same RF channel. This minimizes channel change time by avoiding tuning to a different RF channel (which takes additional time).

17. However, because SD and HD channels are not typically mixed on a single RF channel, changing channels from SD to HD (and vice-versa) is slower than SD to SD (or HD to HD), because SD to HD (and vice-versa) generally require tuning to a different RF channel.

18. Additionally, in the case where one RF channel is a 64-QAM modulated channel and the other is a 256-QAM modulated channel, changing channels between them takes additional time.

19. I declare under penalty of perjury that the foregoing is true and correct to the best of my information, knowledge and belief.

Dated: Washington, DC

June 21, 2012

A handwritten signature in black ink, appearing to read "Adam Goldberg", is written over a horizontal line. The signature is stylized and cursive.

Adam Goldberg

Appendix A

Adam Goldberg
AGP, LLC
Fairfax, VA 22031
+1-202-507-9900
adam@agp-llc.com

Background

Wide ranging technical foundation, including engineering work on audio/video silicon products, real-time operating system development, set-top box development, and audio/video compression systems development and architecture, and internet technologies. Experience evaluating technology products for possible use. Experience with internet architectures, tracking internet technologies and future direction.

Significant experience with digital cable television standards-setting, interaction and interoperation with cable systems. Led consumer electronics interests in inter-industry discussions on cable compatibility.

Long experience participating in multi-industry forums, chairing and participating in technical standards committees, policy and strategy-forming groups, including international groups. Leader in consumer electronics standards-setting.

Employment History

**12/08 – Present Principal
AGP, LLC**

Independent consultant specializing in strategic marketing, technical challenges and public policy for the digital television industry.

**6/06 – 11/08 Vice President, Government and Industry Affairs
Pioneer North America**

Head of Pioneer's Washington office. Primary Federal representative for Pioneer's home and mobile entertainment divisions. Investigate technologies and their impact on public policy, and public policy's impact on products.

Coordinate and develop technology policy positions with international and domestic internal clients, including legal, senior executives and operations. Coordinate, direct and implement

regulatory and lobbying activities to implement those policies. Participate in various industry coalitions and trade groups representing Pioneer's interests. Participate in state and federal government workshops, stakeholder meetings and similar forums representing Pioneer's interests. Initiate, develop, plan and implement technology demonstrations to government decision-makers.

Chaired the Consumer Electronics industry's negotiations with the cable television industry on compatibility of retail devices with cable networks. Pioneer's representative on the Consumer Electronics Association's Video Board, chaired the Consumer Electronics Association's Television Manufacturer's Caucus (TVMC), elected vice-chair of the CEA Technology & Standards Council (2009 term). Member of the Advanced Television Systems Committee (ATSC) Board of Directors.

**5/01 – 6/06 Director, Television Standards & Policy Development
Sharp Laboratories of America**

Primary standards representative to ATSC, SCTE, and CEA standards developing committees. Co-Chair of the Copy Protection Technical Working Group (CPTWG), and participant in DVB Copy Protection activities and other international organizations.

Coordinate and direct television-related public policy activities, including interaction with the Federal Communications Commission, Federal and State Legislatures, and other government agencies. Coordinate and direct television-related standards activities in the United States, including digital television, cable television and copy protection issues.

Maintain standards library, memberships in standards developing organizations. Provide liaison and education between Sharp Corporation world-wide and United States television and related standards activities (including Copy Protection technical, business, legal and public policy matters).

Significant contributor to the industry "Cable-Ready Plug & Play" technical specifications and negotiations, and to e.g., Enhanced 8-VSB signaling issues. Chair, Society of Cable Telecommunications (SCTE) Digital Video Subcommittee (DVS) Working Group 2 (Transport).

**7/00 – 4/01 Director
Exodus Communications (formerly GlobalCenter)**

Built a technical advisory and architectural team to explore new technologies and develop applications of the technologies to new managed service (and other higher value-add) product offerings. Consult with product development organization on implementation details. Mandate included monitoring of relevant standards organizations (e.g., IETF) and industry trends.

**3/95 – 6/00 Staff Engineer, Harmonic, Inc.
(Formerly C-Cube Microsystems, Formerly DiviCom, Inc.)**

DiviCom division (now Harmonic)

Key member of corporate standards activities. Primary delegate to DVB (chair of DVB Simulcrypt committee) and co-founder of OpenCAST™. Primary architect and editor of the ATSC Standard for Conditional Access (ATSC A/70). Technical representative to standards organization, including CEA, SMPTE, DAVIC and TVAnytime.

Key member of corporate architectural decision making team. Analysis of end-to-end digital and hybrid television systems (contribution, distribution and emission) including reference model design and critical gap analysis.

Led team developing architecture of event-based scheduling of equipment reconfiguration feature. Internal consultant on end-to-end television system issues and related standards and ongoing standards work.

Consumer Network Products division (acquired by LSI):

Lead of team porting software to new processor and operating system. Planning, schedule, software architecture and design. Also responsible for tracking vendor and subcontractor deliverables and schedule. Participated in contract negotiation.

Member of VLSI team designing a digital set-top integration chip. Tracking copy protection issues for inclusion of copy protection primitives in silicon.

Member of software team successful in bringing a multiple network digital set-top box to production. Duties included system design and architecture, portions of network stacks, MPEG decoder driver, MPEG decoder chip microcode specification, DAC controls (analog-digital switching, Macrovision copy protection issues), lab network design, vendor and customer interaction. (US Patent 6,097,439, other patent(s) pending).

5/92 – 3/95 **Sr. Software Engineer, Microware Systems Corp.**

Standards Activities

5/01 – present	Deeply involved in various CEA committees, elected to Video Division Board
11/97 – present	Deeply involved in various ATSC activities, elected to ATSC Board of Directors; Chair TSG/S7
11/97 – present	SCTE DVS
11/97 – present	SMPTE various standards efforts
2001 – 2006	CPTWG (consumer electronics co-chair)
11/98 – 6/06	DVB

1999 – 2000	IETF
9/95 – 12/97	DAVIC
3/95 – 9/95	MPEG DSM-CC

Awards

U.S. Patent #6,097,439
IEEE Senior Member

Papers Published

B. J. Lechner, R. Chernock, M. K. Eyer, A. Goldberg and M. S. Goldman, “The ATSC Transport Layer, Including Program and System Information Protocol (PSIP)”, *Proceedings of the IEEE Special Issue on Global Digital Television: Technology and Emerging Services*, vol. 94, no. 1, pp. 77-101, Jan. 2006

J. G. N. Henderson, M. S. Deiss, A. Goldberg, B. Markwalter, M. Muterspaugh, and A. Touzni, “ATSC DTV Receiver Implementation”, *Proceedings of the IEEE Special Issue on Global Digital Television: Technology and Emerging Services*, vol. 94, no. 1, pp. 119-147, Jan. 2006

Papers Presented

Audio Engineering Society (AES) Convention, October 2011*
IEEE Broadcast Technology Society Symposium, October 2009, October 2011*
Sports Transmission Forum, May 2009
Korea Broadcast, Audio, Lighting Equipment Show, 2009, 2010
NAB Engineering Conference 2002, 2004, 2006
Consumer Electronics Show 2007
IEEE International Conference on Consumer Electronics 2003, 2005
Hollywood Post Alliance Technology Retreat, 2005, 2006, 2009
* (future)

Education

B.S., Computer Science, Iowa State University, 1992

EXHIBIT C

**BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)	
)	
Applications for Consent to the)	
Transfer of Control of Licenses)	
)	Docket No. MB 10-56
General Electric Company,)	
Transferor,)	
)	
To)	
)	
Comcast Corporation,)	
Transferee)	
)	

DECLARATION OF ALI YURUKOGLU

I, Ali Yurukoglu, hereby declare under penalty of perjury that the following is true and correct to the best of my knowledge.

1. My name is Ali Yurukoglu. I am currently an Assistant Professor of Economics in the Graduate School of Business at Stanford University in Stanford, California and a Faculty Research Fellow for the National Bureau of Economic Research. I received a Ph.D. in Economics from New York University in 2009.

2. I conduct research on topics in industrial organization. Much of my research has analyzed the cable and satellite television industries. Particularly relevant for this proceeding, I have evaluated conditions of demand and supply within the cable television industry and the consequences of regulation on economic outcomes in cable markets. I have published academic articles in such outlets as the *American Economic Review*. My works include: "The Welfare Effects of

Bundling in Multichannel Television Markets,” (with Gregory S. Crawford), forthcoming, *American Economic Review*. I have attached my CV as Appendix A to this Declaration.

3. For the National Bureau of Economic Research (“NBER”), I was chosen as a Faculty Research Fellow. The NBER is the largest economics research organization in the United States.

4. On January 18, 2011, the Federal Communications Commission (“FCC” or “Commission”) approved, with conditions, the assignment and transfer of broadcast, satellite, and other radio licenses from the General Electric Company to Comcast Cable Communications, LLC (“Comcast”).¹ Comcast consummated the approved transactions subject to the Commission’s conditions.

5. The conditions that Comcast voluntarily accepted included the so-called “news neighborhooding” condition, whereby “if Comcast now or in the future carries news and/or business news channels in a neighborhood...” Comcast is required to carry all independent news channels in that news neighborhood.²

6. On June 13, 2011, Bloomberg L.P. (“Bloomberg”) filed a complaint with the FCC alleging that Comcast was not complying with the news neighborhooding condition. The FCC granted the Complaint in large part on May 2, 2012.³ In the *Complaint Order*, the FCC directed Comcast to “carry Bloomberg [Television] in a news neighborhood on certain headends, and direct[ed] Comcast to file more information to confirm the facts necessary to determine whether

¹ *Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. For Consent to Assign Licenses or Transfer Control of Licenses, Memorandum Opinion and Order*, 26 FCC Rcd4238 (2011)(“*Merger Order*”).

² *Merger Order* at 4288, ¶122.

³ *Bloomberg L.P. v. Comcast Cable Communications, L.P., Memorandum Opinion and Order*, DA 12-694 (MB rel. May 2, 2012 (“*Complaint Order*”).

relief is appropriate on other headends.”⁴ Specifically, with respect to headends in the top-35

Designated Market Areas(“DMAs”) the *Complaint Order* directed Comcast to:

(i) within sixty days of the release of this Order [i.e., by July 1, 2012], carry Bloomberg Television in a news neighborhood on any headend that carries Bloomberg Television, has a news neighborhood as defined herein, and does not include Bloomberg Television within a news neighborhood; (ii) within 14 business days after the release of this Order [i.e., by May 22, 2012], provide to Bloomberg and the Commission a list of those headends that are subject to the requirements of subparagraph (i); and (iii) within 14 business days after the release of this Order [i.e., by May 22, 2012], provide to Bloomberg and the Commission channel lineup information about any headend listed in response to subparagraph (ii) that already carries Bloomberg Television within a news neighborhood.⁵

7. On May 22, 2012, Comcast provided to Bloomberg and filed with the Commission a letter, with accompanying detailed channel lineup data, that Comcast says identifies (1) “any headend that carries Bloomberg Television, has a news neighborhood as defined herein, and does not include Bloomberg Television within a news neighborhood,” (2) “channel lineup information about any headend listed [that does not include Bloomberg Television in a news neighborhood],” and (3) “channel lineup information about any headend ... that already carries Bloomberg Television within a news neighborhood.”⁶ More specifically, in Exhibit 1 to its May 22 letter, Comcast identified “Lineups in Comcast Cable Headends in the Top-35 DMAs that Carry BTV and Have a News Neighborhood and Do Not Carry BTV in Any News Neighborhood,” indexed by Comcast’s assigned channel lineup identification number (“CLSID”)(“Exhibit 1 Data”).

⁴ *Complaint Order*, ¶ 2.

⁵ *Id.*, ¶ 6.

⁶ Letter from Arthur J. Burke, Davis Polk & Wardell LLP, Counsel to Comcast, to Marlene H. Dortch, Secretary, Federal Communications Commission, MB Dkt. No. 11-104 (filed May 22, 2012) (listing 150 headends on Exhibit 1 and 39 headends on Exhibit 2) (“May 22 Letter”).

8. I was recently asked by Bloomberg to analyze, and explain my analysis of, the Exhibit 1 Data provided to Bloomberg and submitted to the Commission. I determined which channels were treated as news channels and where blank channels are located within or adjacent to a news neighborhood reflected in that Data.

9. To create the dataset used in the analysis, I uploaded the Exhibit 1 Data filed by Comcast into Stata, a widely used Econometric software package.

10. Using the definition of “independent news channel” from the *Complaint Order*⁷, I next defined the set of possible news, business news, and public affairs channels that were to be the focus of my analysis. I began by identifying the most widely available (national) news, public affairs, and business news channels. These included: (a) the most widely available national cable news networks - Cable News Network (“CNN”), Fox News Channel, HLN (formerly Headline News), and MSNBC, (b) national cable public affairs networks - CSPAN, CSPAN2, and CSPAN3, and (c) national cable business news networks - CNBC, BTV, Fox Business Channel, and CNBC World. I also identified (a) High-Definition (“HD”) feeds of those channels, (b) local, state, and regional news and public affairs channels, (c) an international news channel - CNN International - and (d) a single on-demand news channel. These were determined to be news, business news, and/or public affairs channels, based on individual examination of channel names and information on the types of programming provided on specific channels, by both me and my research support team. I did the analysis separately for two cases: (1) including Current TV and BBC World News as news channels and (2) excluding Current TV and BBC World News as news channels.

11. These steps resulted in the final dataset of news channels that I used in performing my analysis of Comcast’s neighborhoods of news and public affairs channels.

⁷ *Complaint Order*, ¶6.

12. Part of that analysis involved determining whether each of the {█} channel lineups in the Exhibit 1 Data includes one or more of the following channels: (a) CNBC, (b) MSNBC, (c) CNBC HD, (d) MSNBC HD, (e) Bloomberg HD and (f) Bloomberg Television (“BTV”). For each channel position on each channel lineup, I identified whether the position included one of the foregoing channels in question. For each of the {█} channel lineups, I created an indicator variable (equal to 1 if some condition is satisfied, 0 if otherwise) if the channel lineup included one of the foregoing channels in question. For each channel lineup and each channel in question, this created a variable which indicates whether that channel lineup carries that particular channel in question. Based on these indicator variables, I tabulated the number of channel lineups that carry certain combinations of the channels in question.

13. My analysis reflects the following:

(a) {█} of the {█} ({█}) channel lineups carry CNBC, CNBC HD, MSNBC and BTV.

(b) {█} of the {█} ({█}) channel lineups carry CNBC, CNBC HD, MSNBC, MSNBC HD and BTV.

(c) {█} of the {█} ({█}) channel lineups carry BTV, BTV HD, CNBC, CNBC HD, MSNBC and MSNBC HD.

(d) {█} of the {█} ({█}) channel lineups carry BTV, BTV HD, CNBC, CNBC HD and MSNBC.

Dated June 21, 2012

A handwritten signature in black ink, reading "Ali Yurukoğlu", is written over a horizontal line. The signature is cursive and fluid.

ALI YURUKOGLU

Appendix A

ALI YURUKOGLU

<http://www.stanford.edu/~ayurukog>
yurukoglu_ali@gsb.stanford.edu

AFFILIATIONS

Assistant Professor of Economics, Stanford University Graduate School of Business, July 2009-
Faculty Research Fellow, National Bureau of Economic Research, May 2011-

EDUCATION

Ph.D. in Economics, NYU Stern, 2009

Thesis Title: *Price Discrimination and Vertical Relationships in Multichannel Television.*

Committee: Ariel Pakes, Luis Cabral, John Asker, Allan Collard-Wexler

Completed coursework for M.S. in Mathematics.

B.A. in Economics and Math, Northwestern University, 2004 (Honors in Economics).

SCHOLARSHIPS, HONORS AND AWARDS

2011 Fletcher-Jones Faculty Scholar

2009 Review of Economic Studies Tour

2009 Harold W. MacDowell Award

2008-2009 Jules I. Bogen Fellowship

2006-2007 NYU Stern Entertainment, Media, and Technology Department Doctoral Dissertation Grant

SEMINARS AND CONFERENCE PRESENTATIONS

2012 Duke Empirical Micro Jamboree

2011 Harvard, Hebrew University Jerusalem, Ben Gurion University

2010 IOS at AEA Meetings, UCSC, IFN Stockholm, Cisco Systems, Business Decisions
Conference Vancouver, UC Berkeley

2009 Stanford GSB, Yale SoM Marketing, Princeton, Columbia GSB, UCLA, Duke, MIT Sloan,

Chicago GSB Marketing, Northwestern, Drexel, LSE, Brown Econometrics of Demand

Conference, Munich CES iFo, ULB, Oxford, Yale, UMN, FRB Minneapolis (One week visit),

University of Chicago, UW Madison, UC Davis, MIT, BU

2008 NBER Summer Institute – IO, IIOC

RESEARCH PAPERS

The Welfare Effects of Bundling in Multichannel Television (with Gregory S. Crawford)

American Economic Review, Vol. 102, No. 2, April 2012

Combines earlier papers

Bundling and Vertical Relationships in Multichannel Television (Job Market Paper)

The Welfare Effects of Bundling in Multichannel Television (with Gregory S. Crawford)

Medicare Reimbursements and Shortages of Sterile Injectable Pharmaceuticals

WORK IN PROGRESS

Political Activity by Regulated Electric Utilities (with Claire Lim)

Vertical Integration in Multichannel Television (with Greg Crawford, Robin Lee, and Michael Whinston)

CERTIFICATE OF SERVICE

I, Carly T. Didden, certify on this 21st day of June, 2012, a copy of the foregoing Bloomberg L.P.'s Response to Comcast Cable Communications, LLC's Response to the Media Bureau's Request for Additional Information Regarding High Definition News Neighborhoods has been served U.S. First Class Mail and Electronic Mail to the following:

Neil Smit
President
Comcast Cable Communications
One Comcast Center
Philadelphia, PA 19103-2838

David H. Solomon
J. Wade Lindsay
Wilkinson Barker Knauer, LLP
2300 N Street, N.W., Suite 700
Washington, DC 20037

Arthur Block
Senior Vice President
General Counsel and Secretary
Comcast Corporation
One Comcast Center
Philadelphia, PA 19103-2838

Sarah L. Gitchell
Thomas R. Nathan
Comcast Cable Communications, LLC
One Comcast Center
Philadelphia, PA 19103

Michael P. Carroll
Arthur J. Burke
Rajesh S. James
Davis Polk & Wardwell LLP
450 Lexington Avenue
New York, NY 10017

Lynn R. Charytan
Justin Smith
Frank La Fontaine
Comcast Corporation
300 New Jersey Avenue, NW
Suite 700
Washington, DC 20001

Brendan Murray*
Media Bureau
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

* By Electronic Mail Only.

A handwritten signature in blue ink, appearing to be 'Carly T. Didden', written over a horizontal line.