

555 Eleventh Street, N.W., Suite 1000  
Washington, D.C. 20004-1304  
Tel: +1.202.637.2200 Fax: +1.202.637.2201  
www.lw.com

**LATHAM & WATKINS** LLP

FIRM / AFFILIATE OFFICES

Abu Dhabi	Moscow
Barcelona	Munich
Beijing	New Jersey
Boston	New York
Brussels	Orange County
Chicago	Paris
Doha	Riyadh
Dubai	Rome
Frankfurt	San Diego
Hamburg	San Francisco
Hong Kong	Shanghai
Houston	Silicon Valley
London	Singapore
Los Angeles	Tokyo
Madrid	Washington, D.C.
Milan	

VIA ELECTRONIC FILING

September 19, 2012

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

Re: Notice of *Ex Parte* Presentation

ViaSat, Inc.  
WC Docket No. 10-90; GN Docket No. 09-51; WC Docket No. 07-135;  
WC Docket No. 05-337; CC Docket No. 01-92; CC Docket No. 96-45;  
WC Docket No. 03-109

---

Dear Ms. Dortch:

On September 17, 2012, Michael Rapelyea, Director of Government Affairs of ViaSat, Inc. and the undersigned as counsel to ViaSat, Inc., 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

cc: Amy Bender  
Ted Burmeister  
Patrick Halley  
Heidi Lankau  
Carol Matthey  
Alex Minard

# ViaSat Broadband FCC Briefing

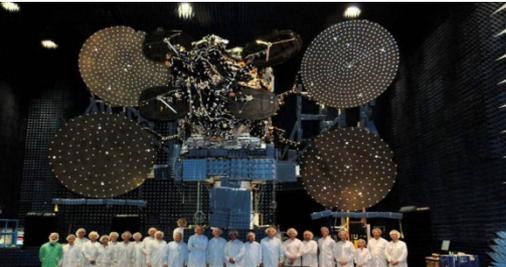
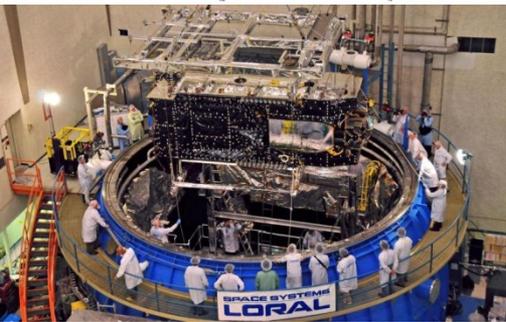
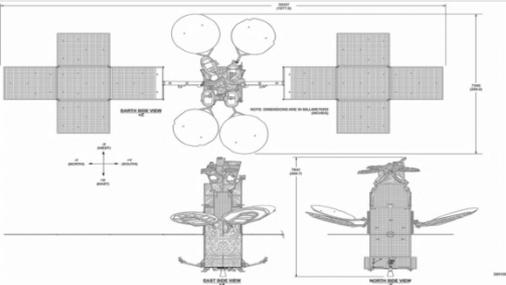
September 17, 2012

Michael Rapelyea  
Government Affairs



# ViaSat-1

## From Drawing Board to Reality



### ViaSat-1 Fast Facts

#### Type

Geostationary

#### Location

115 degrees West longitude, directly south of Las Vegas

#### Weight

15,000 pounds or 5 minivans

#### Dimensions

8ftx8ft cross section, 25 feet tall or as tall as a two story house. Deployed solar arrays, 90ft tip to tip

#### Years in Development

10

#### Launched

October 2011

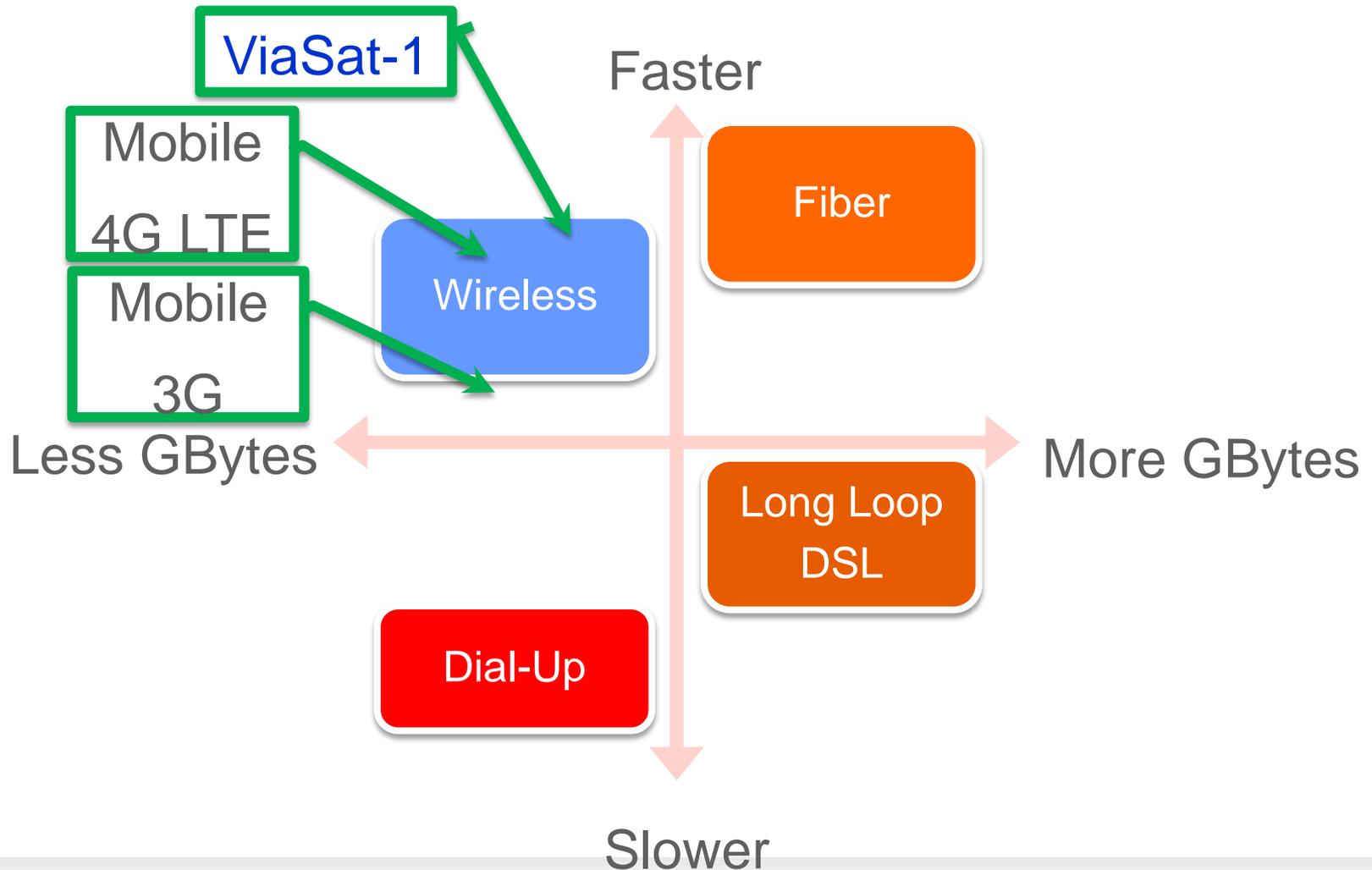
#### Capacity

140 Gbps or more than all other satellites above CONUS combined

#### Speeds

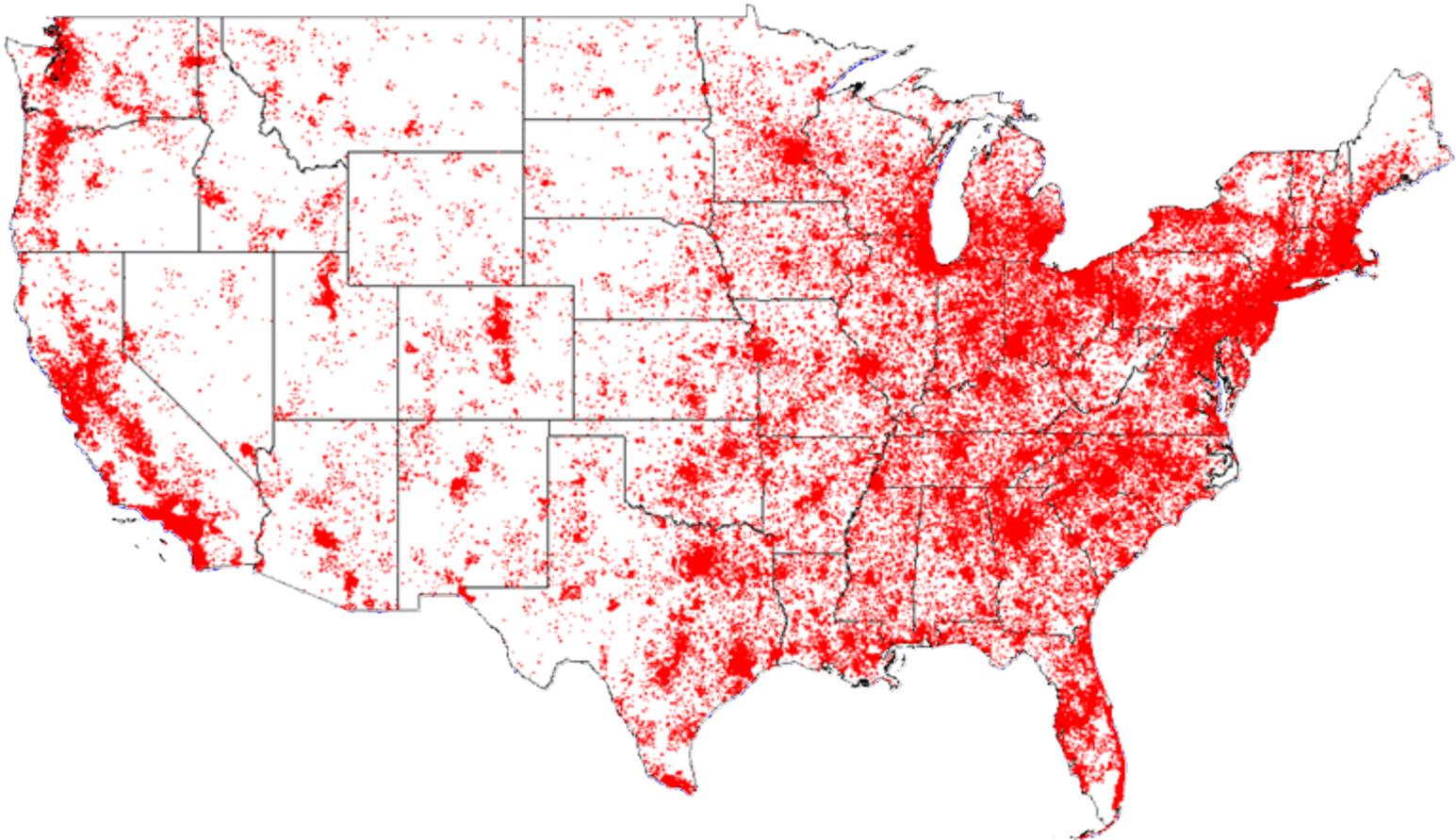
Consumer offering 12Mbps down, 3Mbps up for \$50/month. Military offerings reach 20Mbps

# Market positioning

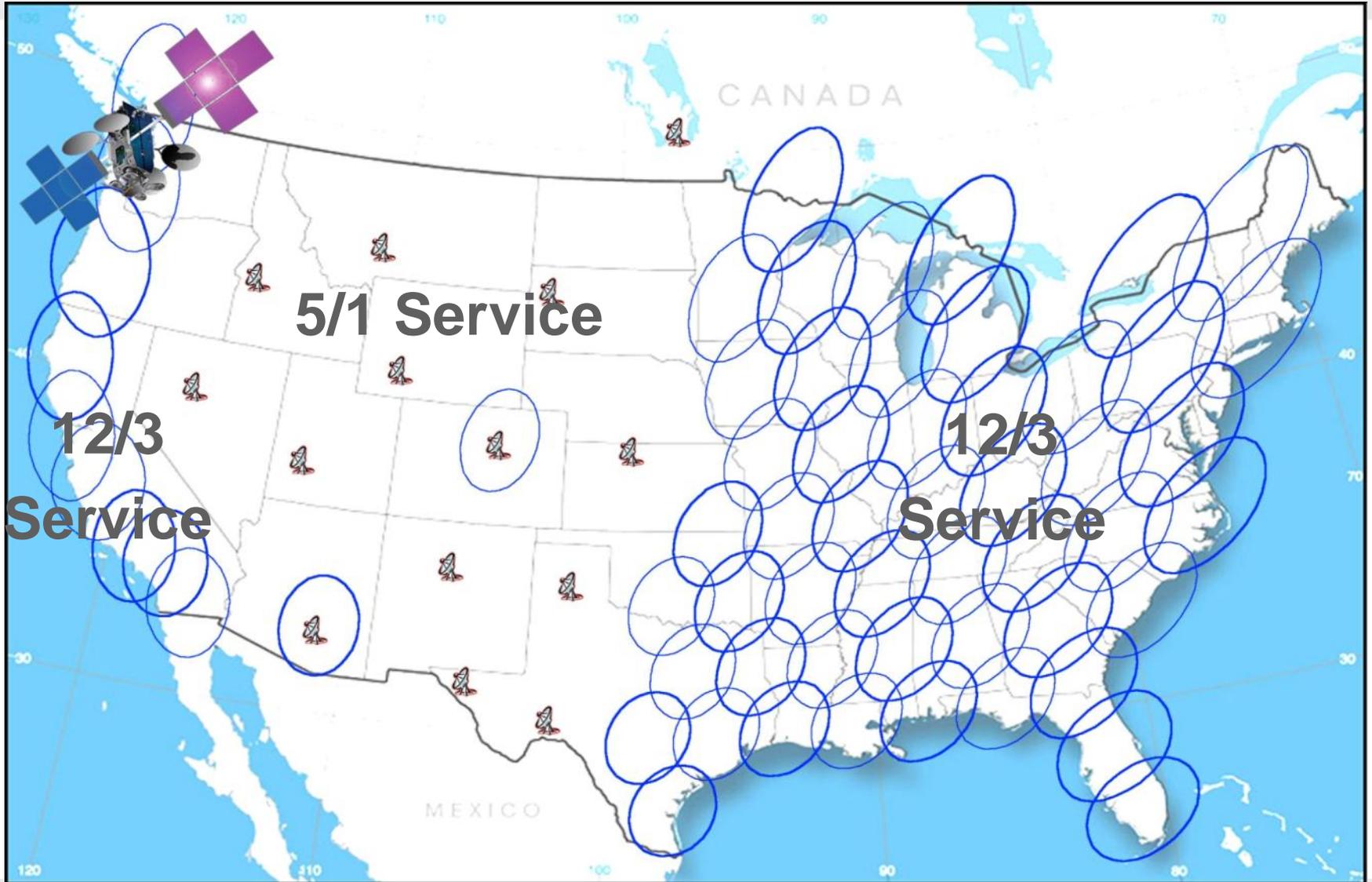


# Customer Density Follows U.S. Population Density

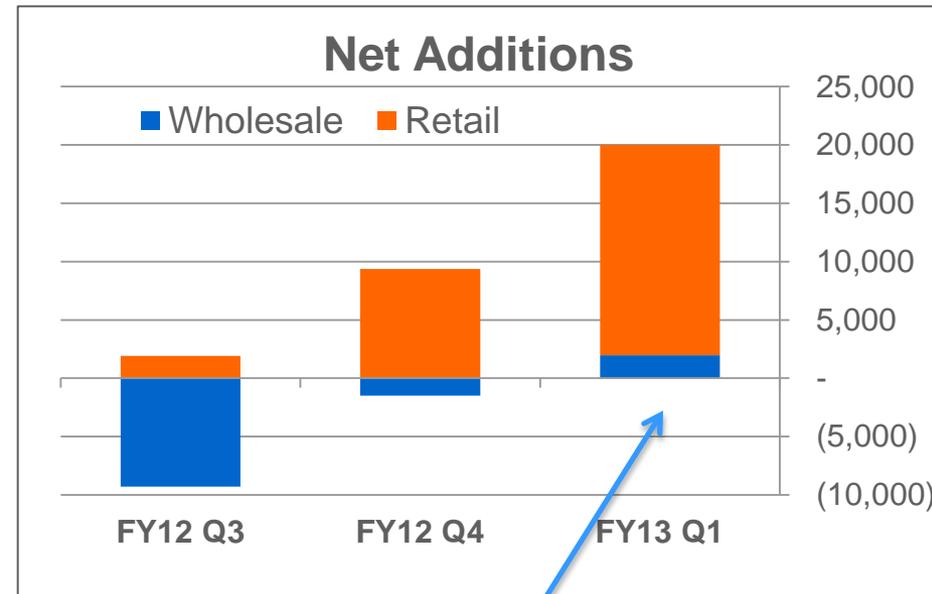
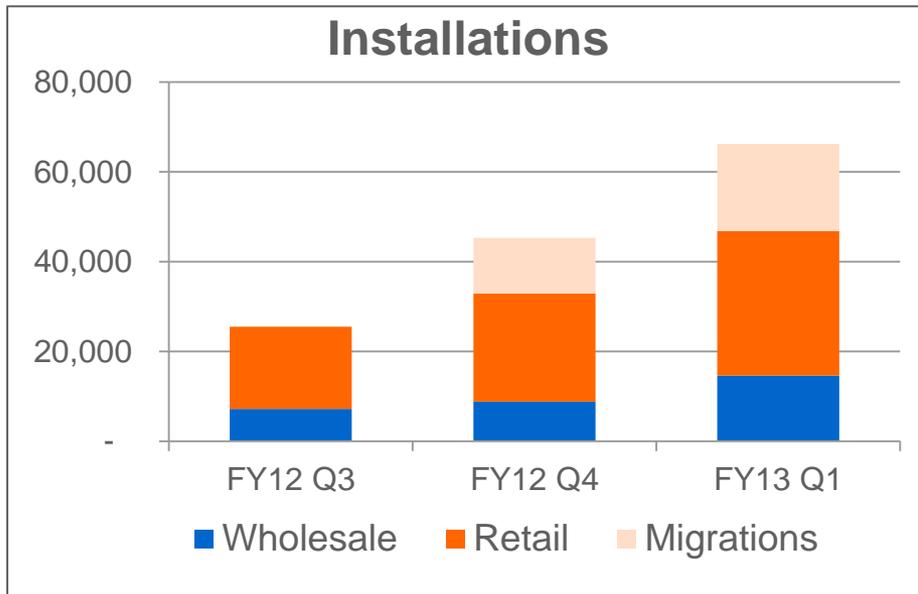
ViaSat Customer Density



# ViaSat Network Topography



# Subscriber Metrics

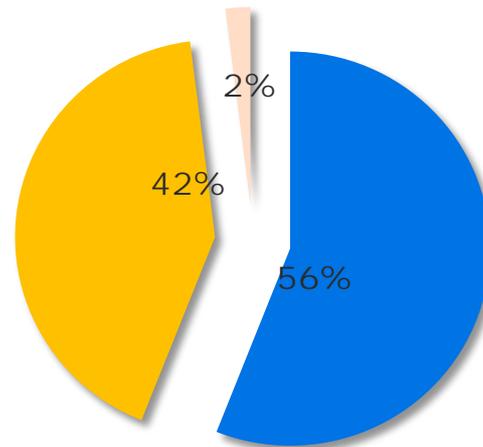


First full quarter of Exede 12 Service

# Where are our customers coming from?

» High proportion of “under-served” new subscribers

## Exede 12 New Subscribers Prior Internet Service



- Dial-up, Satellite, Un-served
- Served / Under-served
- Other / Don't Know

# How do customers buy our service?



Call now & save! (888) 746-8960



WildBlue | Contact Us

## Package Results for ZIP Code: "25313"

Congratulations! Your address is eligible for exede12, our super fast broadband service.

Here are the plan details.

All our exede12 plans are super fast.

Just choose how much you'll use.

SPEED*	Up to <b>12 Mbps</b> downstream Up to 3 Mbps upstream		
DATA PLAN**	<b>7.5 GB</b> per month	<b>15 GB</b> per month	<b>25 GB</b> per month
CUSTOMER	<b>MODERATE</b> Perfect for occasional video downloads, photo sharing, music streaming, social networking and email.	<b>MORE</b> Great for those who spend more time on the Internet, use more data, and watch online videos more frequently	<b>MOST</b> Gives you the most of all the things you love to do. This is the plan for those who depend on the Internet for work, entertainment, social networking and more.
PRICE	<b>\$49.99</b> per month	<b>\$79.99</b> per month	<b>\$129.99</b> per month

Packages & Pricing

Exede Plan Selector

Find a Dealer

Find service available in your ZIP Code

(required, example: 55555)

Exede Plan Selector Tool

Manage

Find service available in your ZIP Code

25313

(required, example: 55555)

STARTING AT JUST

**49.99**

A MONTH†

Download at up to 4x faster than average DSL speeds.\*

Exede Plan Selector Tool »

Find a dealer »

<http://www.exede.com/>

# Press Impressions

“The 12MB download speed is very impressive, **exceeding most DSL services & equaling most cable providers**”

*The Penn's Den*

“**My nugget** after trudging among 3100 exhibitors (at CES) is – drum roll – **ViaSat.**”

*Harry Newton  
Technology Investor*

“I got a speedy 10 Mbps download and 2 Mbps upload. **I like and want the service.**”

*Harry Newton  
Technology Investor*

“Based on my first blush with it, Exede will at a minimum **exceed current expectations** for satellite broadband, and may give give terrestrial wireless services and DSL some **substantial competition.**”

*Ars Technica*

## Press Quotes

“How ViaSat’s Exede makes satellite broadband not suck.”

*Ars Technica*

“The bandwidth overcomes the latency.”

*Ars Technica*

“We were quite impressed with the speeds.”

*Engadget*

“Satellite internet just got a lot more attractive...will potentially **impact millions of people** living in rural America.”

*CNET*

# Customer Impressions

“My computer is humming along **faster than it ever has...my emails, downloading files, etc....very quick and smooth.**”

*Lynn  
Glendora, CA*

“Web browsing is much faster, uploading photos to Flickr is great, downloading iPad app updates... **all is much faster.**”

*Peter  
Chesapeake City, MD*

“Exede Broadband has cut my caffeine consumption considerably as I **no longer** need to have a cup of coffee while **waiting for files to be transferred to and from the Internet.**”

*AI  
Waynesville, NC*

“Exede has made it finally feel like **we are part of the digital community again.**”

*Shawn  
Lillington, NC*

## Customer Quotes

“Exede has allowed us to use social media sites to **share photos, upload videos, play online games and take online classes full time.**”

*Jamie Varney, KY*

“Exede is the **fastest Internet I ever used.**”

*Frank  
Florence, AZ*

“Exede’s fast service **saves time** and makes the entire **web experience much more enjoyable.** My speed tests clock **18-24 mbps... that's 10-12 times faster than Hughes Net!**”

*Emmanuel  
Custer, WI*

# Policy Considerations

# Satellite Provides Quality Broadband Service

- » Satellite broadband, like ViaSat's Exede, is a competitive solution.
- » Consumers increasingly select satellite broadband in lieu of DSL, cable, and wireless.
- » CAF should allow satellite broadband to compete fully with terrestrial providers.

# CAF Should Facilitate ILEC Use of Satellite Broadband

- » ILECs can leverage satellite to quickly extend broadband to the unserved.
- » Should eliminate ambiguity about satellite's ability to satisfy CAF standards.
- » ILECs should have to use satellite to extend service before seeking waivers, additional funds, etc., regarding their CAF obligations.

# The CAF/RAF Should Leverage Satellite Technologies Fully

- » Competitive providers, including satellite, should be eligible for direct support through the main CAF—just like ILECs.
- » Barring that, the RAF should be structured to fully leverage the benefits of satellite broadband.
  - › RAF service areas should not be limited to “very high-cost” areas as determined by the ILEC cost model.
    - › Does not reflect the lower costs/structures of other networks.
    - › Denies economies-of-scale necessary to support business models and drive competition.
    - › Not competitively or technologically neutral.
  - › RAF rules should facilitate market-driven service terms and pricing.
  - › RAF should be structured as a “portable consumer subsidy.”
    - › Encourages competition and facilitates consumer choice
    - › Drives long-term efficiency in the fund