

# COVINGTON & BURLING LLP

1201 PENNSYLVANIA AVENUE NW  
WASHINGTON, DC 20004-2401  
TEL 202.662.6000  
FAX 202.662.6291  
WWW.COV.COM

BEIJING  
BRUSSELS  
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SAN DIEGO  
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SILICON VALLEY  
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**GERARD J. WALDRON**  
TEL 202.662.5360  
GWALDRON@COV.COM

October 3, 2012

Ms. Marlene Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Re: *MB Docket No. 12-3*

On October 1, 2012, Jeff Miller and Adolpho Birch with the National Football League and the undersigned met with Commissioner Pai and his chief of staff Matthew Perry; Alex Hoehn-Saric, policy advisor to Commissioner Rosenworcel; and Sarah Whitesell, Mary Beth Murphy, Steve Broekkart and Brendan Murray with the Media Bureau, to discuss the League's broad media policy and how the FCC's sports blackout rule serves the public interest by promoting popular sports to remain on broadcast television and in that context protects the broadcast model.

We emphasized that the NFL is proud of its unwavering commitment to free, over-the-air broadcasting and that a sign of that commitment was the recent long-term contract the League entered with its broadcast partners that will ensure NFL games are available on broadcast television well into the next decade. We noted that the vast majority of NFL games are available to local fans (only 6% of last season's games were blacked out and the pace this year indicates a lower percentage) and are enjoyed by tens of millions of Americans each week. The FCC's sports blackout rule supports and reinforces these broadcasting arrangements that benefit the public so greatly by ensuring that local fans without having to buy a pay-TV service can enjoy high-quality content.

We stressed that the FCC's sports blackout rule, coupled with the network non-duplication and syndicated exclusivity rules, provide a necessary counterbalance to the compulsory copyright rule and that it would be unfair and unwise to get rid of these safeguards while maintaining the compulsory copyright. We also explained how the League's policy cannot be effectuated through private negotiations because the League lacks privity with local broadcasters and cable systems with respect to its over-the-air games. Lastly, we explained that the League recently incorporated changes to its ticketing policies designed to provide its member clubs additional options in engaging their fans and communities. The League regularly reviews its practices in an effort to make the game more accessible to its fans and to enhance the

COVINGTON & BURLING LLP

Ms. Marlene Dortch  
October 2, 2012  
Page 2

stadium experience. This additional flexibility is consistent with the League's long-term commitment to promoting the live fan experience and to free, over-the-air broadcasting. These changes provide no basis for revision of the FCC's sports blackout rule.

Please direct any questions to the undersigned.

Sincerely,

/s/

Gerard J. Waldron  
*Counsel to the National Football League*

cc: Commissioner Pai  
Matthew Berry  
Alex Hoehn-Saric  
Sarah Whitesell  
Mary Beth Murphy  
Steve Broekhart  
Brendan Murray