

# DTV Innovators, LLC

5208 Roswell Road  
Atlanta, GA 30342

October 12, 2012

Re: Implementation of the Commercial  
Advertisement Loudness Mitigation (CALM Act)  
MB Docket No. 11-93

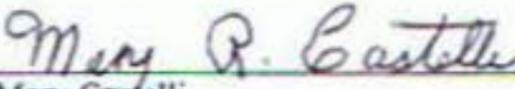
Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C.

## DTV Innovators, LLC Network, Inc – Official Request for a Financial Hardship Waiver

On behalf of DTV Innovators, LLC (FRN# 0021882519) serving Chico, CA on KBIT, we do formally request a financial waiver of the Commercial Advertisement Loudness Mitigation (CALM) Act pursuant to Section 2(b)(2) and in accordance to Paragraphs 52 and 53 of the Implementation of Commercial Advertisement Loudness Mitigation (CALM) Act, 26, FCC Red 17222 (2011) ("Calm Rules"), we do hereby certify to the Federal Communications Commission that DTV Innovators, LLC is in need of a one-year delay in its required compliance with the CALM Rules and seeks such relief pursuant to the streamlined rules adopted by the Commission. In support thereof, DTV Innovators, LLC states as follows:

DTV Innovators, LLC submits that it will be put into financial hardship if required to purchase equipment to uphold the CALM Act standard A/85 by December 13, 2012. DTV Innovators, LLC also concedes that in accordance with the CALM Act that KBIT Chico, CA did not have a total of \$14,000,000 in annual receipts independently or combined. After speaking with an Ensemble Designs representative the average cost for one station with 10 sub-channels is \$44,419.00. For DTV Innovators, LLC to avoid financial hardship a formal request for a Financial Hardship Waiver has been submitted to the FCC via the Electronic Comment Filing System before it is required to purchase, obtain, and operate the equipment necessary to ensure that all commercials are transmitted to viewers at the appropriate loudness level.

The undersigned certifies under penalty of perjury that the foregoing is true and correct.

  
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Mary Castell

Owner  
DTV Innovators, LLC.