



Pillsbury Winthrop Shaw Pittman LLP  
2300 N Street, NW | Washington, DC 20037-1122 | tel 202.663.8000 | fax 202.663.8007

John K. Hane  
tel 202.663.8116  
john.hane@pillsburylaw.com

January 16, 2013

VIA ECFS

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, D.C. 20554

Re: Notice of *Ex Parte* Communication in MB Docket No. 09-182

Dear Ms. Dortch:

This is to advise you, in accordance with Section 1.1206 of the FCC's rules, that on January 14, 2013, Jay Howell, Vice President – Regional Television of LIN Television Corporation d/b/a LIN Media (“LIN”), along with Joshua Pila, Senior Counsel of LIN, and I met with William Lake, Hillary DeNigro, Brendan Holland, and Sarah Whitesell, all of the Media Bureau, to discuss the Commission's proposal to modify the attribution status of broadcast television joint sales agreements (“JSAs”). We also provided copies of the attached documents.

LIN's representatives explained that broadcast JSAs serve in part as a market response to multichannel video programming distributor (“MVPD”) interconnection agreements. In most television markets many or most of the largest MVPDs cooperate to sell advertising jointly via these “interconnects”. The interconnects allow one MVPD to sell advertising across entire DMAs on behalf of multiple MVPDs, including not just cable operators, but also in some cases satellite television and “telco” video providers. We explained that the MVPD interconnects dwarf broadcast JSAs in size and scale and that they have access to sophisticated and very expensive sales research and tools that give them enormous advantages over stand-alone broadcast stations in the sale of local advertising. The reach and scale of these interconnects has allowed the MVPDs, working together, to compete directly with broadcasters for local television advertising buys that historically would

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have been allocated exclusively to broadcast stations. LIN also described its philosophy of investment in public interest objectives with JSA arrangements, including diversity.

Very truly yours,

*/s/*

John K. Hane

Enclosure

cc (via e-mail): William Lake  
Brendan Holland  
Hillary DeNigro  
Sarah Whitesell  
Jay Howell  
Joshua Pila

## Reach viewers in Savannah DMA

The Savannah interconnect includes the zones of Savannah, Hinesville, Beaufort, Bluffton and Island of Beaufort

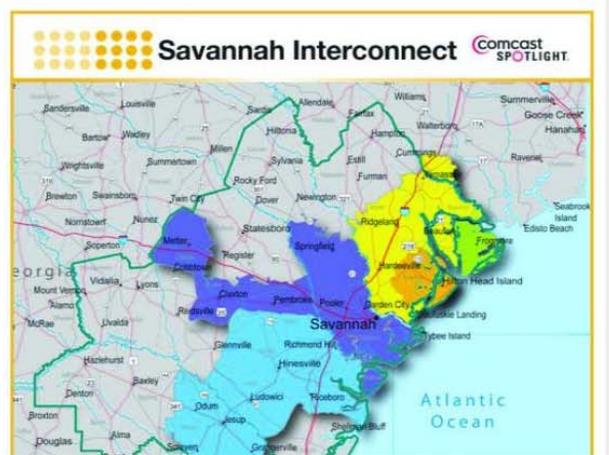


- Market Home
- Coverage Overview
  - Bluffton-Beaufort
  - Hilton Head
  - Hinesville
  - Islands of Beaufort
  - Savannah
  - Savannah Interconnect**
- Market Info
- Programming
- Available Ad Solutions
- Resources
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- Promotions

## Savannah Interconnect

The Savannah Interconnect is one large zone that includes all of our individual zones. This is a joint partnership between Charter, Time Warner and Hargray where Comcast Spotlight manages the commercial inventory. When one commercial airs on the interconnect, it is seen at the same time in all of the zones.

## Coverage Map





# Spot Cable Advertising

## Fast Facts

**S**imple – Spot cable is simple to plan and simple to buy.

**M**arket Focused – Spot Cable allows you to master the changing television marketplace.

**A**daptable – Select the right networks, dayparts and programs for your brand in every market.

**R**OI Driven – Deliver consumer reach and effective frequency – eliminate doubt and waste.

**T**argeted – Spot Cable offers a wide range of advanced engagement and technologies.

## Overview

Spot cable refers to cable purchases in local markets or other geographic areas as specified by you and/or your ad agency. With spot cable advertising, marketers can pick and choose from various cable networks and from different geographic areas covered by the cable system.



## Benefits

- ❖ Allows you to strengthen your brand in the markets most important to you.
- ❖ Provides efficient media buying – spot cable allows you to reach your core audience without paying for wasted coverage.
- ❖ Allows you to reach potential customers that share similar interests.
- ❖ Provides you with the opportunity to marry your message with top-rated network and programming brands for increased awareness and credibility.

## Features

- ❖ Geographic Targeting – By effectively using spot cable, you can reduce waste by concentrating your message only in the areas you need to reach potential customers.
- ❖ Demographic Targeting – Cable networks have specific audiences with their own individual interests. Spot cable allows you to advertise on the cable networks that best allow you to reach the niche audiences interested in your products or services.
- ❖ Flexibility – Because of the way cable systems are now “interconnected,” you can easily create a strategic, awareness-building campaign, while still enjoying the efficiency and targetability that spot cable delivers.





# Research

## Fast Facts

- A \$20 million research investment is made annually to help you reach your best prospects geographically, demographically or psychographically.
- Sophisticated marketing intelligence drilled down from various sources for every advertising category.
- We have a strong commitment to defining your best prospects and identifying the most effective methods to reach them.

## Overview

Comcast Spotlight provides you with the expert knowledge to confidently invest in our expanding array of advertising products from linear channels (e.g. ESPN, CNN and TNT) to our non-linear digital cable products (e.g. On Demand, XFINITY.com) In addition to the syndicated research services we use (e.g. Nielsen, Scarborough, TNS), we also conduct primary research to ensure you are maximizing your advertising campaigns. Every step of the way, we help you target and execute your advertising plan effectively within our media channels.



## Benefits

Comcast Spotlight is structured to provide you with both strategic and tactical insights into your media and marketing planning process. For example, through our Polk database, we can compare and contrast local market competitive trends versus overall national patterns. And, with our geographic information and mapping system from SRC, we can examine category sales down to the zip code level and generate thematic maps to illustrate high (and low) areas of opportunity for advertisers. Comcast Spotlight's research expertise is geared to transform data into critical and actionable insights.

## Features

Comcast Spotlight relies on sophisticated quantitative and qualitative applications to provide you with customized research. The quantitative data from Nielsen, Strata, Polk and others gives you precise analysis of television viewership, advertising schedules and the competitive environment. MRI, Scarborough and various other resources provide extensive qualitative data on consumers, geographies and media usage to help you make a more informed decision.



