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November 18, 2013

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

Re: *MB Docket No. 12-3*

On November 15, 2013, Ken Edmonds with the National Football League and the undersigned met with Commissioner Rosenworcel's legal advisor Holly Saurer 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. We also emphasized that blackouts are a small and shrinking problem: less than 6% of last season's games were blacked out and so far this year, at Week 11, no games have been blacked out. We explained that 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 premier sports.

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 stadium experience. This additional flexibility is consistent with the League's long-term

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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,



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

cc: Ms. Holly Saurer