

# ***Herring Networks, Inc.***

**4757 Morena Blvd. San Diego, CA 92117**

**Ph: 858-270-6900 Fax: 858-270-6901**

July 13, 2014

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

**Re: Proposed Transfer of Control of DirecTV to AT&T Inc.,  
MB Docket No. 14-90**

Dear Ms. Dortch:

Pursuant to Section 1.1206 of the Commission's rules, along with DA 14-803, this *ex parte* notice is filed on behalf of Herring Networks, Inc. On July 11, 2014, Charles Herring, President of Herring Networks, Inc., met with Gigi B. Sohn, Special Counsel for External Affairs, Office of the Chairman.

Mr. Herring provided Ms. Sohn with update on Herring Networks, Inc. and its national cable channels *AWE* and *One America News Network*.

As an independent and family owned national cable programmer, Mr. Herring expressed the company's positive experiences and the fair consideration extended by the Telco video providers when seeking distribution, including and specifically AT&T U-verse TV.

Mr. Herring pointed out that DirecTV is primarily a video service and does not offer customers "bundled services" such as broadband, video and home phone, thus its ability to compete long term against incumbent providers that offer bundled services is in question. Mr. Herring expressed that, in his opinion, in order for DirecTV to implement additional services such as broadband, extensive capital expenditures will be necessary. Mr. Herring pointed out that AT&T's video product, U-verse TV, is not offered nationally, including in multiple major DMAs.

Mr. Herring urged that the Commission act swiftly and favorably on the application for transfer of control of DirecTV to AT&T.



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If there are any questions, please feel free to contact the undersigned.

Respectfully submitted,

*Charles P. Herring*

Charles P. Herring  
President  
Herring Networks, Inc.

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