



BUSINESS IS PERSONAL

William Koenigsberg

President, Chief Executive Officer
and Founder

P 212.220.3200 F 212.625.8166

E bkoenigs@horizonmedia.com

Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Chairman Tom Wheeler
Commissioner Ajit Pai
Commissioner Mignon Clyburn
Commissioner Jessica Rosenworcel
Commissioner Michael O'Rielly

August 12, 2014

Re: Applications of Comcast Corp. and Time Warner Cable, Inc. For Consent to Assign or Transfer Control of Licenses and Authorizations, MB Docket No. 14-57

Dear Chairman Wheeler and Commissioners:

My name is Bill Koenigsberg and I am the founder of Horizon Media, an independent full service media agency that provides brand clients with complete communications planning and activation across all traditional and emerging channels.

Audience targeting is critical for Horizon Media to deliver programs for our clients in a meaningful way. Our clients seek to reach consumers on national, regional and/or local scale. Comcast and Time Warner Cable, through the merger, will have the necessary scale as a combined company to invest in new advertising products and deploy those products across their subscriber footprint. These advertising product innovations will allow my clients to more effectively and strategically reach their target consumer.



BUSINESS IS PERSONAL

William Koenigsberg

President, Chief Executive Officer
and Founder

P 212.220.3200 F 212.625.8166

E bkoenigs@horizonmedia.com

Addressable advertising is one such advertising product innovation that will enable our clients to reach their audience with greater accuracy than currently available targeting options (for example, demographic targeting versus geographic zone targeting). Addressable advertising has largely been difficult to achieve because of lack of reach. Through the merger, the combined entity would deliver the kind of scale required to make such hyper-targeting a viable advertising option.

Additionally, the proposed merger will also unlock the potential of dynamic ad insertion. As consumers continue to view content at their leisure (versus at the scheduled air time), it has become even more important to advertisers that their placements are guarded against time shifting. The merger of Comcast and Time Warner will provide the scale necessary for the combined company to invest in dynamic ad insertion, thereby giving advertisers additional efficient advertising opportunities, and ultimately for consumers to have more programming options.

I therefore strongly support the merger between Comcast and Time Warner Cable, as I believe such a transaction would accelerate the deployment of new advertising technologies and make cable a more efficient and attractive platform for our clients.

Respectfully,

A handwritten signature in blue ink, appearing to read "B. Koenigsberg", with a horizontal line extending to the right.

Bill Koenigsberg