



Chairman Tom Wheeler  
Commissioner Mignon Clyburn  
Commissioner Jessica Rosenworcel  
Commissioner Ajit Pai  
Commissioner Michael O'Rielly  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

RE: MB Docket No. 14-57

August 18, 2014

Dear Chairman and Commissioners:

My name is Constantino Schwarz, and I am the CEO of BabyFirst Americas, as well as a US military veteran, a Kaitz graduate, and a proud father. BabyFirst Americas was founded with the following goals in mind:

- 1) Bring great content, with Latino cultural elements, created by Latinos to all American children, and introduce the beautiful Latino culture to every child in America.
- 2) Help narrow the educational gap by offering Latino parents the ability to help their children integrate into American society, while maintaining a strong connection to their Latino heritage and bilingual communication.
- 3) Promote independent Latino content and talent, in front of and behind the camera, and give them the opportunity to express their work to a major audience.

Comcast's support of BabyFirst Americas demonstrates the collective commitment of both Comcast and the network to bilingual education and entertainment, as well as to viewers seeking content in both English and Spanish. Throughout our relationship, Comcast has been an invaluable and trusted partner, and has over-delivered on their promises to our network. We fully support the proposed merger between Comcast and Time Warner.

Comcast gave BabyFirst Americas a significant boost by providing broad distribution which over time has led to approximately 75% of Comcast's digital tier. Comcast's support for our network over the last two years demonstrates how great Comcast is in supporting diversity and independent channels. This distribution helped validate the network's credibility and value proposition to the rest of the industry. Comcast was the first to offer BabyFirst Americas via a simultaneous dual feed encompassing a Latino tier in Spanish and a concurrent separate tier in English. The dual tier brings the network to both Latinos and the country's mainstream viewing audience.



BabyFirst Americas was selected for launch by Comcast from a variety of submissions through a transparent and robust selection process. Key factors supporting the network's selection included its unique mission and strong programming slate; its experienced professional leadership team; and a solid business plan that was fully funded through its existing distribution in Latin America and other countries.

In addition, BabyFirst Americas had many supporters in the Latino community, including; Mary Alice Cisneros, San Antonio City Council and President, American Sunrise; Dr. Eugene E. García, Professor & Vice President Education Partnerships, Arizona State University; Consuelo Castillo Kickbusch, Founder & President, Educational Achievement Services, Inc.; and, Michael L. López, Ph.D., Executive Director, National Center for Latino Child & Family Research, among others.

The network's leadership also met with many other influential members of the Latino community, including educational and cultural thought-leaders, as well as members of Congress, who further helped to guide the channel in the launch phase and continue to support the network.

BabyFirst Americas features content introducing key developmental concepts such as numbers, animals, colors, shapes, music, animals, art and more; programs that reflect the culture of American Latinos, such as childhood songs, games and stories; fitness and nutrition and is developmentally appropriate for babies, toddlers and their parents and supervised by a worldwide advisory board of early childhood education experts. BabyFirst America's content is especially valuable to Latino families in helping overcome the serious verbal deficit of young Latino children, which is a top concern and priority of young Latino families and educators.

The network's shows have been honored with multiple Latin Grammy and Emmy nominations, and have created a vibrant storefront for talented content creators within the Latino community. For example the show *Atencion*, *Atencion*, has won the Latino Grammy award and the company's most recent original production, *Dance Time Boys*, was directed and produced by Peter Michael Escovedo III, an Emmy nominated Musical Director / Producer, and recognized percussionist, producer, singer, songwriter, and television personality. As of December 2013, the network's ratings numbers had more than doubled with the Latino index among viewers rising simultaneously. Further, 97% of moms were watching with their children, encouraging bonding and interaction between parents and children, and the viewing time of the network had increased to 94.5 minutes a day - outperforming all other women's and preschool networks.

We are hopeful that Comcast's expansion will provide us an opportunity to reach even more homes, and introduce this important content to babies, toddlers and their parents nationwide.

Sincerely,

A handwritten signature in black ink that reads "Constantino Schwarz". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Constantino Schwarz  
CEO