

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

RE: MB Docket No. 14-57

Dear Chairman Wheeler:

I write to voice my support for the Comcast-Time Warner Cable transaction.

I am CEO of SundaySky, the creator of SmartVideo — a video marketing tool — and Comcast Ventures recently led our Series C raise.

We are living in a screen culture in a visual, always-on society with shorter attention spans and a higher excitement threshold. Consumers have become discerning viewers, preferring to absorb content that addresses their personal interests content that matters to them. SundaySky created SmartVideo to help customer-centric brands engage people with personalized, real-time video experiences at every step of the customer lifecycle. The SundaySky platform generates hundreds of thousands of SmartVideos daily, powering customer acquisition, support, growth and loyalty initiatives.

We are delighted to have Comcast Ventures as a key investor and Comcast as an early customer of SundaySky. As a Comcast Ventures portfolio company, we have seen how Comcast values the need for startups to experiment and look ahead of the curve in the marketplace. Not only did Comcast invest in our company, they agreed to be one of our pilot customers, allowing us to establish credibility in the marketplace.

We support the Comcast-Time Warner merger, which will provide Comcast with additional scale to drive innovation into its broadband network a platform that allows companies like SundaySky to reach our customers and their customers with leading-edge speed and throughput. We believe a larger Comcast will not only translate into more support for our burgeoning business, but for other young start-ups, like us, as well.

Sincerely,

Shmulik Weller

CEO



SundaySky