

April 15, 2010

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

Re: Ex Parte Communication in MB Docket No. 10-56

Dear Ms. Dortch:

On April 14, 2010, I spoke by telephone with Rebekah Goodheart, Judy Herman, Daniel Shiman, Danny Bring, William Beckwith, and Julie Salovaara of the Media Bureau; Jim Bird and Virginia Metallo of the Office of General Counsel; and Stacy Jordan and Erin McGrath of the Wireless Telecommunications Bureau. I discussed my thoughts about trends in the media industry as part of the Commission's review of the proposed joint venture between Comcast Corporation and NBC Universal, Inc.

I provided my views of the development of the cable industry and how it has differed from the development of cable industries in other countries. In addition, I discussed the impact that broadband technology has had on the cable industry in the last five years. I also described some of the differences in the business models used by broadcasters and cable operators, attributing most of the success of the cable business model to the dual revenue stream from subscriptions and advertising.

Sincerely,



Michael O. Wirth, Ph.D.
Professor & Dean