

Monday, August 2, 2010

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

Re: iClick2Media's solution for Voluntary Commitment of the proposed 24 channels for a Qualified Entity MB Docket No. 07-57

Dear Ms. Dortch:

As the date of August 23, 2010 is fast approaching iClick2Media – An Independent Creative Artists Company wanted to express its position again on the selection of the Qualified Entity. Attached are a White Paper outlining iClick2Media thoughts after taking a closer look at Adarand and its effect on the Voluntary Commitment, AIR's Deck regarding how it's selection process is a free and open process, statistical data about the market and how the underserved markets are making inroads in finding and creating content via the web and a report about the importance of Social Media for the underserved markets.

I hope this whitepaper and other supporting documents are additional tools to help in the selection of what Qualified Entity or Qualified Entities are selected. Thank you for your time and consideration regarding our quest to the 24 channels

Regards.

/s/ Malik Shakur

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cc: Senator Kerry
Senator Franken
Senator Bond
Senator McCaskill
Senator Cardin
Senator Stevens
Representative Dingell
Representative Markey
Representative Peterson
Representative Walz
Representative Oberstar
Representative Ellison
Representative Hill