

Before the
FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, DC 20554

In the Matter of)
)
Applications of Comcast Corporation,) MB Docket No. 10-56
General Electric Company and NBC)
Universal, Inc., for Consent to Assign)
Licenses or Transfer Control of Licenses)

To: The Commission

**REQUEST FOR EXTENSION OF TIME TO FILE
PETITIONS TO DENY AND COMMENTS**

Bloomberg, L.P., (“Bloomberg”), through counsel, pursuant to Section 1.46(c) of the Commission’s Rules,¹ hereby submits this Request for Extension of Time in the above captioned proceeding. Bloomberg hereby requests a 45-day extension of time to file petitions to deny and/or comments in the above-captioned proceeding, which filings are currently due June 21, 2010.² Pursuant to this request, petitions to deny and comments would be due August 5, 2010. Under this schedule, oppositions would be due September 4, 2010, and replies would be due September 19, 2010. This additional time is necessary to allow Bloomberg sufficient time to fully consider the record, including materials just submitted by Comcast Corporation (“Comcast”) and NBC Universal, Inc. (“NBCU”), which will only be available to the public – including parties acknowledging the confidentiality restrictions permitted by the Commission – less than one week from the current date for petitions to deny and comments regarding the Application. In support whereof, the following is respectfully set forth.

¹ 47 C.F.R. § 1.46(c).

² *Commission Announces Revised Pleading Schedule for its Review of Applications of Comcast Corporation, General Electric Company, and NBC Universal, Inc. to Assign and Transfer Control of FCC Licenses*, Public Notice, MB Docket No. 10-56, DA 10-636, 25 FCC Rcd 4407 (2010).

On January 28, 2010, Comcast, General Electric Company (“GE”), and NBCU (collectively, the “Applicants”), jointly submitted applications to the Commission seeking consent to assign and transfer control of certain broadcast, broadcast auxiliary, satellite earth station, and private land mobile and private fixed microwave licenses to a new limited liability company that would constitute a joint venture of GE and Comcast.³ On March 5, 2010, the Applicants filed an economists’ report entitled “Application of the Commission Staff Model of Vertical Foreclosure to the Proposed Comcast-NBCU Transaction,” which they requested be considered as part of the Application. On May 4, 2010, at the request of the Commission staff, the Applicants submitted two additional economic reports – “An Economic Analysis of Competitive Benefits from the Comcast-NBCU Transaction” and “The Comcast/NBCU Transaction and Online Video Distribution” – and filed several amendments to the Application.⁴ Because the Commission staff had requested these additional reports, it also granted the public an extension of time to submit petitions to deny and/or comments so that the public could adequately consider the new information.⁵

On May 21, 2010, the Media Bureau sent Information and Discovery Requests to Comcast and NBCU seeking additional information, documents and clarifications of certain matters discussed in the Application, including the additional materials submitted by the

³ *Applications for Consent to the Transfer of Control of Licenses, General Electric Company, Transferor, to Comcast Corporation, Transferee, Applications and Public Interest Statement* (filed Jan. 28, 2010) (“Application”).

⁴ *See Commission Announces Revised Pleading Schedule for its Review of Applications of Comcast Corporation, General Electric Company, and NBC Universal, Inc., Public Notice, MB Docket No. 10-56, DA 10-636, 25 FCC Rcd 4407* (2010).

⁵ *See n. 2, supra; see also Applications for Consent to the Transfer of Control of Licenses, General Electric Company, Transferor, to Comcast Corporation, Transferee, Applications and Public Interest Statement, Order, MB Docket No. 10-56, DA 10-662, 25 FCC Rcd 3802* (2010).

Applicants.⁶ These additional documents and materials were due June 11, 2010, 10 days prior to the deadline for filing petitions to deny and comments. Some of the responses contain confidential or proprietary information. Their availability to parties that signed the Protective Order and Second Protective Order for access to confidential and highly confidential information may, therefore, be delayed for a number of days. Indeed, the terms of the Protective Order and the Second Protective Order contribute to the delay in access to the information. Under paragraph 8 of the Protective Order⁷ and paragraph 12(b)(3) of the Second Protective Order,⁸ "parties may request a complete set of the documents at cost, allowing two business days after the request is made for receipt of the copies." Thus, if the requests were made at the earliest possible date, that would give parties only three (3) business days to review the confidential and highly confidential materials. Given the substantial volume of documents and materials produced by the Applicants, the extensive resources needed to review the data, and the short time period in which to process this information, the Commission should follow its established practice in this proceeding. It should afford the public an adequate amount of time to properly consider and analyze the newly filed information by granting the extension of time to the June 21st deadline. As a practical matter, this information will only be available to Bloomberg today – less than one week from the deadline for filing.

⁶ *Requests for Information Sent to Comcast Corporation and NBC Universal, Inc.*, MB Docket No. 10-56, (rel. May 21, 2010).

⁷ *Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc., For Consent to Assign Licenses or Transfer Control of Licenses*, Protective Order, MB Docket No. 10-56, DA 10-370, 25 FCC Rcd 2133 (2010).

⁸ *Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc., For Consent to Assign Licenses or Transfer Control of Licenses*, Second Protective Order, MB Docket No. 10-56, DA 10-371, 25 FCC Rcd 2140 (2010).

The sheer volume of the additional information poses a significant challenge to digesting the record fully and formulating meaningful comments. An extension of time is especially important in these proceedings given the Commission's request that petitions raise all issues in their initial filings and that the *ex parte* presentation process not be used to present additional arguments that could have been made in the initial filings. This fact, combined with the voluminous nature of the documents and information produced by the Applicants immediately preceding the current comment filing deadline, and the complexity of the legal and economic issues raised, distinguishes this case from prior instances in which extensions were denied.

Bloomberg recognizes that extension requests for filing deadlines are not routinely granted.⁹ However, the Commission has previously found that an extension is warranted when necessary to ensure that the Commission receives full and informed responses and that affected parties have a meaningful opportunity to develop a complete record where additional information requires careful review.¹⁰ In this proceeding, which involves the merger with the greatest vertical integration in the history of the regulation of media, the Commission states that in order “To allow the Commission to consider fully all substantive issues regarding the Application in as

⁹ 47 C.F.R. § 1.46.

¹⁰ See, e.g., *Wireless Telecommunications Bureau Grants Extension of Time to File Reply Comments on Commercial Mobile Radio Services Market Competition*, Public Notice, WT Docket No. 09-66, DA 09-1419, 24 FCC Rcd 8490 (WTB 2009) (granting 14-day extension for “development of a complete record on the issues”); *Media Bureau Grants Extension of Time to File Comments and Reply Comments In Response to Broadcast Localism Notice of Proposed Rulemaking*, Public Notice, MB Docket No. 04-233, DA 08-515 23 FCC Rcd 3741 (MB 2008) (extending comment deadline “to enable commenters to adequately review, investigate, and comment on the specific issues raised in the NPRM and respond to the extensive comments filed in response thereto”); *Applications for Consent to the Assignment and/or Transfer of Control of Licenses, Adelphia Communications Corporation, et al.*, Order, MB Docket No. 05-192, DA 05-1780, 20 FCC 11145 (2005) (extending deadline in light of additional information); *Reexamination of Roaming Obligations of Commercial Mobile Radio Service Providers*, Order, 20 FCC Rcd 19868, ¶ 3 (WTB 2005) (extending the deadline 30 days to permit parties “sufficient time to review the complex technical, economic and competitive issues being raised in this proceeding”); *Service Rules for Advanced Wireless Services in the 2155-2175 MHz Band, Service Rules for Advanced Wireless Services in the 1915-1920 MHz, 1995-2000 MHz, 2020-2025 MHz and 2175-2180 MHz Bands*, Order, 23 FCC Rcd 10527, ¶ 4 (WTB 2008); *Elimination of Rate-of-Return Regulation of Incumbent Local Exchange Carriers, Federal-State Joint Board on Universal Service*, Order, 18 FCC Rcd 26307, ¶ 2 (WCB 2003); *Telephone Number Portability*, Order, 18 FCC Rcd 26604, ¶ 2 (WCB 2003).

timely and efficient a manner as possible, petitioners and commenters should raise all issues in their initial filings. New issues may not be raised in responses or replies.”¹¹ With the filing deadline only one week away and voluminous documents having only been submitted on Friday, there is no practicable way to assess all of the filing information and to comply with the Commission’s instructions to raise all relevant issues in the petitions to deny or comments. As such, the failure to grant a reasonable extension of time will prejudice all those parties seeking to file petitions or comments.

The Media Bureau suspended filing deadlines to allow interested parties additional time to comment on two economic reports that Commission staff had requested the Applicants file addressing the economic support for the claimed benefits from the transaction and the potential impacts of the transaction on online video distribution.¹² Granting Bloomberg’s Request will serve the public interest in an identical manner. Indeed, the factual predicates of this request and the Commission’s previous extension in this matter are identical. The Commission should afford identical relief: it should permit the public to give due consideration to the implications of the additional information on the pending applications so the Commission can obtain a more complete and well-developed record.

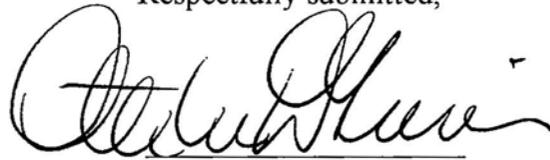
No parties will be prejudiced by such an extension, and the need for a proper allocation of time is all the more acute given that additional information from the Applicants was provided so late in the comment cycle.

¹¹ *Commission Seeks Comment on Applications of Comcast Corporation, General Electric Company, And NBC Universal, Inc., To Assign and Transfer Control of FCC Licenses*, MB Docket No. 10-56, DA 10-457, 25 FCC Rcd 2651 (2010).

¹² *See* n. 2, *supra* (granting 45-day extension to “give commenters and petitioners the full amount of time they would have had if the additional reports had been available when the original Public Notice was issued); *see also* n. 4, *supra* (suspending the petition to deny and comment deadlines given that the filing of the economic reports occurred close to the “approaching filing deadlines and in order to provide adequate time for all interested parties to review and comment on these additional economic reports”).

For the foregoing reasons, the public interest is served by the requested extension of 45 days of the petition to deny and comment deadline in the above-captioned proceeding to August 5, 2010.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Stephen Diaz Gavin", written over a horizontal line.

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