



September 14, 2010

VIA FEDEX

Todd Weaver  
ivi, Inc.  
3213 W. Wheeler St., Suite 191  
Seattle, WA 98199

DANIEL M. KUMMER  
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Law Department

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Re: ivi TV -- Retransmission of Broadcast Television Signals

Dear Mr. Weaver:

NBC Universal read with interest yesterday's announcement of your company's "ivi TV" service, through which you are offering live streaming digital feeds of broadcast network programming, including the NBC Television Network and local NBC station programming, over the Internet via proprietary peer-to-peer technology and a proprietary downloadable player. We understand that you are now offering the ivi TV service on a free trial basis, but plan to begin charging a subscription fee to users of this service, and that you are operating wholly without benefit of any license agreement or other authorization from NBC Universal or its stations. We are also aware of your statements in the media to the effect that you believe the ivi TV service conforms with relevant law even though it has not received permission or other authorization from content owners or broadcasters, and that you believe your company can discharge any obligations to content owners by unilaterally paying them royalties at a statutory rate. That is nonsense, and has no merit. As you are surely aware, prior Internet-based television services making similar claims have been enjoined, or have discontinued their unauthorized illegal offerings, following legal challenge.

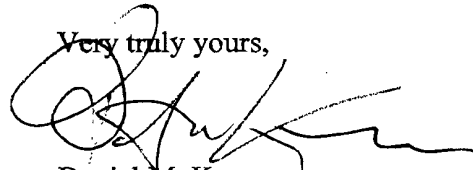
Without limitation, please be advised that by publicly performing, displaying and/or reproducing the copyrighted programming incorporated in NBC's network and local broadcasts without authorization, you and your company are engaging in blatant infringement of numerous copyrights owned by NBC Universal or its third-party licensors. None of the statutory compulsory licenses in the Copyright Act for retransmission of live television programming via cable systems or direct broadcast satellite has any relevance to an Internet service such as ivi TV, and no such compulsory license exists for such a service. Separately and independently, by failing even to seek -- much less obtain -- "retransmission consent" before retransmitting the signals of broadcast television stations, you and your company are violating Section 325(b) of the Communications Act, 47 U.S.C. § 325(b).

Todd Weaver  
September 14, 2010  
Page Two

Accordingly, NBC Universal urgently demands that you and your company immediately cease and desist from such activity and any other activities in violation of the Copyright Act, the Communications Act and any other relevant provision of federal or state law with respect to the use and transmission of content owned and/or broadcasted by NBC Universal. Please confirm in writing on or before September 21, 2010 that you and your company have ceased all such activity.

The foregoing is not intended as a complete statement of the facts, rights or claims relating to this matter. NBC Universal reserves all of its rights, claims and remedies.

Very truly yours,



Daniel M. Kummer