

Google Fiber Inc.  
1600 Amphitheatre Parkway  
Mountain View, CA 94043

# Google fiber

Tel: 650.623.4000  
Fax: 650.618.1806  
[www.google.com/fiber](http://www.google.com/fiber)

September 5, 2013

**VIA CERTIFIED MAIL**

TV Station KQET  
Northern California Public Broadcasting, Inc.  
2601 Mariposa Street  
San Francisco, CA 94110

Attn: General Counsel

Re: Notification of Intent to Provide Service

Dear Sir or Madam:

We would like to notify you that Google Fiber Inc. ("GF") will be launching IPTV service in a portion of Santa Clara County, California, located in the San Francisco Designated Market Area ("DMA") later this fall.

Attached please find the letter that was previously sent notifying your station of our intent to provide service in which you elected must carry status. Please be advised that we are currently unable to obtain a good quality signal and are therefore not able to launch your signal when we commence service this fall.

Please direct any questions regarding this matter to Jeremy Stern at [jstern@google.com](mailto:jstern@google.com).

Sincerely,



Kristin Bottenberg

BINGHAM

Jean L. Kiddoo  
Direct Phone: (202) 373-6034  
Direct Fax: (202) 373-6482  
jean.kiddoo@bingham.com

*Notification of Intent to Provide Service*

December 9, 2011

**VIA CERTIFIED MAIL**

KQET

Northern California Public Broadcasting, Inc.  
2601 Mariposa Street  
San Francisco, CA 94110  
Attn: General Counsel

Re: Notification of Intent to Provide Service and Request for Must Carry  
or Retransmission Consent Election

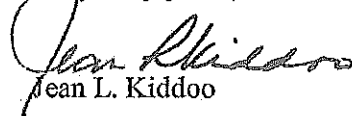
Dear Sir or Madam:

On behalf of Google Fiber California, LLC (GF), we hereby notify you of GF's intent to provide IPTV service in a portion of Santa Clara County, California, located in the San Francisco Designated Market Area (DMA), pursuant to its California Video Franchise Certificate issued by the California Public Utilities Commission on August 26, 2011 (Franchise No. 0042). As a station located in the San Francisco DMA, we are notifying you of your right to carriage on GF's system to the extent that your station's programming does not substantially duplicate another qualified noncommercial station being carried on the system.

Please provide your response to me within thirty (30) days of receipt of this letter, at Bingham McCutchen, 2020 K Street, N.W., Washington, DC 20006, or by email to [jean.kiddoo@bingham.com](mailto:jean.kiddoo@bingham.com), with a copy to Jeremy H. Stern and Andrew Young, at Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, or by e-mail to [jsstern@google.com](mailto:jsstern@google.com) and [ayoung@google.com](mailto:ayoung@google.com).

Please do not hesitate to contact me if you have any questions concerning this notice. We look forward to hearing from you.

Very truly yours,

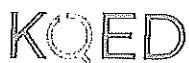
  
Jean L. Kiddoo

cc: Jeremy H. Stern  
Andrew Young

Boston  
Hartford  
Hong Kong  
London  
Los Angeles  
New York  
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Tokyo  
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Bingham McCutchen LLP  
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Washington, DC  
20006-1806

T 202.373.6000  
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bingham.com



John L. Boland  
PRESIDENT

December 29, 2011

Jean L. Kiddoo  
Bingham McCutchen  
2020 K Street, N.W.  
Washington, DC 20006

Dear Ms. Kiddoo:

KQED Inc., formerly known as Northern California Public Broadcasting, Inc., is excited to learn of Google's entry into the IPTV service arena.

Please accept this as KQED Inc.'s formal response on behalf of its noncommercial stations KQED, KQEH and KQET to your Notification of Intent to Provide Service which we received on December 12. All three stations request carriage.

The stations' channels are:

Station	Virtual Channel	Actual Channel
KQED	9	30
KQEH	54	50
KQET	25	25

Please note however, that KQET's signal originates in Watsonville in the Monterey/Salinas DMA. Its primary digital program stream is a duplicate of KQED's primary program stream. We would be pleased to have the bandwidth reserved for KQET used to make an alternative KQED program stream available to Google subscribers—KQED World. KQED World is one of KQED's multicast channels (broadcast on virtual channel 9.3), and features a unique lineup of news and public affairs, world events and other nonfiction programming. Descriptions of all KQED's available program streams are attached.

We believe it would benefit our viewers to have Google listings group KQED's stations together with KQED on channel 9 and KQEH on channel 10, and to have the program stream listings reflect our branding with KQED Plus being used as the on-air and online name for KQEH's primary program stream.

The listings would then appear as follows:

KQED	9
KQED Plus	10
KQED World	11

KQED and KQED Plus (KQEH) are available in high definition. Accordingly, to the extent that Google is providing HD carriage of commercial stations in the service area, we request that Google take the HD signals of these channels.

We believe the potential exists for many exciting cross-promotional opportunities with Google. At a minimum, if Google would alert us as to the date it will commence service in Santa Clara, we could utilize our program guide, email newsletters and broadcasts to announce the availability of KQED's program streams on Google's IPTV service and the channel locations to our viewers. There is also good potential for promotion on our radio station, which has the largest radio audience in the Bay Area.

Please feel free to contact me at 415-553-2201 or [jboland@kqed.org](mailto:jboland@kqed.org) to discuss additional opportunities. I look forward to hearing from you and anticipate hearing much in the future about the success of this service.

Sincerely,



John L. Boland

Cc: Jeremy Stern [jstern@google.com](mailto:jstern@google.com)  
Andrew Young [ayoung@google.com](mailto:ayoung@google.com)