



Date: September 14<sup>th</sup>, 2006  
FCC ID: S7USBPB2243

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> St. NW  
Washington, DC 20554

Pursuant to sections 0.407(d)(1)(ii) and 0.459 of the Commission's rules, this letter requests confidential treatment of the following material filed in support of the above-referenced application. Sling Media Inc. ("Sling Media") requests the following documents be held as confidential until such time as the product is released per FCC Public Notice 04-1705.

- Set up photos
- Product external photos
- User manual
- Product literature or description

The information contained in these documents presents information about a Sling Media product that is being certified for commercial development. If competitors were to have access to this document both before and after release, they would have knowledge of Sling Media's proprietary technology and would be able to use this advance knowledge to their advantage. This could result in substantial competitive harm to Sling Media's ability to bring future product to market, should that decision be made.

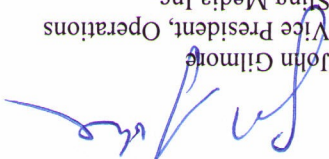
1. Identification of any measures taken by the submitting party to prevent unauthorized disclosure.
  - a. Information about Sling Media's products currently under development is considered by the company to be commercially sensitive information that employees are not permitted to discuss outside the company.

2. Identification of whether the information is available to the public and the extent of any previous disclosure of information to third parties.
  - a. Information about product development is not routinely provided to the public, and is not available on Sling Media's web site. No information about this product has been disclosed.

3. Justification of the period during which the submitting party asserts that material should not be available for public disclosure.
  - a. We further authorize the release of the above information after the official product launch scheduled for September 28<sup>th</sup> 2006 or a period not to exceed 60 days, which ever comes first.

This request is in addition to our request to withhold specific Sling Media technology confidential for the life of the product per applicable regulations.

Sincerely,

  
John Gilmore  
Vice President, Operations  
Sling Media Inc.