

FCC Form 312
Application for Assignment

**DESCRIPTION OF TRANSACTION AND
PUBLIC INTEREST STATEMENT**

In the instant application, Sizmek Inc. (“Sizmek”) and Extreme Reach, Inc. (“Extreme Reach”) (“Digital Generation,” together with Sizmek, the “Parties”) request consent for the assignment of earth station licenses held by Sizmek to Extreme Reach.

Sizmek is a publicly traded company and is the licensee of transmit/receive earth station facilities licensed under call signs E980336 and E090202. Sizmek provides online media advertising distribution services. Sizmek acquired the licenses in a *pro forma* restructuring transaction associated with the spin-off of certain assets and business operations from Digital Generation, Inc., which was subsequently acquired by Extreme Reach, Inc. (“Extreme Reach”).¹ The Parties have determined that ownership and control of the earth stations by Extreme Reach will result in greater operational efficiencies for both Parties.

Extreme Reach is a provider of advertising solutions for television, online, mobile and other video media. Extreme Reach is a Delaware corporation headquartered at 75 Second Avenue, Needham, Massachusetts 02494. The entities following own 10 percent or more of Extreme Reach’s voting stock:

Owner	Citizenship	Voting Percentage
Spectrum Equity Investors VI, L.P. c/o Spectrum Equity Investors One International Place, 29 th Floor Boston, MA 02110	Delaware	30.21%
Village Ventures Fund II 430 Main Street, Suite 1 Williamstown, MA 01267	Massachusetts	22.87%
Greycroft Partners, L.P. 153 East 53 rd Street, 53 rd Floor New York, NY 10022	Delaware	16.23%

¹ See IBFS File No. SES-ASG-20140110-00017 (consummated Feb. 7, 2014).

The following are the directors and senior officers of Extreme Reach, all of whom can be reached c/o Extreme Reach, Inc., 75 Second Avenue, Needham, Massachusetts 02494:

Name	Title
John Roland	Chairman and CEO
Tim Conley	Chief Operating Officer, Board Member
Michael Barach	Board Member
Jim Quagliaroli	Board Member
Jake Heller	Board Member
Tom MacIssac	Board Member
Tripp Peake	Board Member
Dan Brackett	Chief Technology Officer
Nancy Lazaros	Chief Financial Officer
Robert Haskitt	Chief Marketing Officer
Tim Hale	Chief Talent Officer
Patrick Hanavan	SVP of Sales & Client Management

The proposed assignment will serve the public interest by allowing Extreme Reach to use and operate the earth station facilities in its digital media distribution business, and will result in greater efficiency in Extreme Reach's operations. The public interest would be served by facilitating the provision of video delivery service to customers, which in turn would ensure the continued availability of the broadcast and media services provided by those customers to the public.