

EXHIBIT F
PUBLIC INTEREST STATEMENT

DLA, Inc. (“DLA”) (FRN No. 0017794892), a Delaware corporation, holds a non-common carrier, fixed satellite service, earth station license (call sign E110092, file number SES-LIC-20110527-00641). DLA owns and operates a full-service network operations center located in Coral Springs, Florida, and is in the business of providing playout, uplink, satellite and VOD distribution services to programmers. DLA is currently wholly-owned by Lifford International Co. Ltd, a British Virgin Islands corporation, which in turn is ultimately wholly-owned by Claxson Interactive Group, Inc. (“Claxson”), a British Virgin Islands business company.

Sercotel S.A. de C.V. (“Sercotel”), a corporation organized under the laws of Mexico, is a holding company which controls operating companies, primarily in the wireless telecommunications sector. It, in turn, is wholly-owned and controlled by América Móvil, S.A.B. de C.V (“América Móvil”).¹ América Móvil is the leading wireless services provider in Latin America and the third largest in the world in terms of subscribers. América Móvil has: (i) 241.5 million mobile customers; (ii) 29.3 million fixed lines; (iii) 14.6 million fixed broadband access lines; and (iv) 12.5 million pay-television subscribers.

On October 15, 2011, Sercotel entered into a share purchase agreement with Claxson, pursuant to which Sercotel will purchase all the stock of DLA from Claxson and Lifford. Upon

¹ América Móvil owns 99.99999999 percent of Sercotel. The remaining 0.00000001 percent is owned by AMOV IV S.A. DE C.V., a wholly-owned corporation of América Móvil duly organized under the laws of Mexico.

consummation of this transaction, control of DLA, and hence control of its earth station license, will be transferred from Lifford to Sercotel.

Thus, Sercotel, by this Application, requests the Commission's consent to transfer control of DLA's non-common carrier earth station license. With the transfer of control to Sercotel, DLA will gain access to capital funding and expert management, which will enable it to better serve its customers. Moreover, as the result of synergies between DLA and Sercotel/América Móvil, including América Móvil's recent expansion into cable-television services, this transfer of control will enhance the Licensee's ability to make the most-effective use of its transfer/receive satellite earth station, and to expand its operations. The parties to this application respectfully submit that this transfer of control will therefore serve the public interest, convenience and necessity.