



VIAMEDIA, INC., CERTIFICATION OF COMPLIANCE
WITH FCC COMMERCIAL ADVERTISEMENT LOUDNESS MITIGATION ACT ("CALM ACT")
REQUIREMENTS FOR LOCALLY INSERTED ADVERTISEMENTS

I, **Thomas E. Reilly Jr., Esquire**, on behalf of Viamedia, Inc. ("**Viamedia**"), certify the following regarding the local insertion of commercial advertising by Viamedia into the digital programming streams of **Blue Ridge Cable Technologies, Inc.**, (hereinafter, the "**Broadcasting Partner**"):

Background

The CALM Act, codified at 47 U.S.C. §621, in conjunction with 47 C.F.R. §73.682(e)(1) and §76.607(a)(1), mandates that television broadcast stations, cable operators, and other multi-channel video programming distributors (collectively, "Broadcaster(s)") comply with the Advanced Television Systems Committee Recommended Practice: Techniques for Establishing and Maintaining Audio Loudness for Digital Television, as most recently amended by the ATSC A/85:2013 Recommended Practice (the "CALM Act Regulations") in the digital transmission of embedded commercial advertisements (the "Commercials"). Pursuant to §73.682(e)(5) and §76.607(a)(5) of the CALM Act, a Broadcaster may demonstrate compliance with the CALM Act and the CALM Act Regulations with regard to Commercials inserted locally into a programming stream for that Broadcaster by a third party (a "Third Party Local Inserter"), by relying on the Third Party Local Inserter's Certification of Compliance with the CALM Act Regulations.

Certification

Viamedia and Broadcasting Partner are parties to an Advertising Agreement, as may be amended from time to time (the "Advertising Agreement"), with regard to, among other things, the local insertion of commercial advertising by Viamedia into Broadcasting Partner's programming stream. Viamedia, as a Third Party Local Inserter of Commercials into Broadcasting Partner's programming stream under the Advertising Agreement in furtherance of Broadcasting Partner's obligations as a Broadcaster of the Commercials, and with the Background Section incorporated by reference herein, hereby issues this Third Party Local Inserter's Certification of Compliance to Broadcasting Partner, and represents and certifies to Broadcasting Partner as follows:

1. The Commercials Viamedia inserts into Broadcasting Partner's digital programming stream comply with all requirements under the CALM Act and the CALM Act Regulations that are applicable to the Commercials, including, without limitation, the ATSC A/85:2013 Recommended Practice; and
2. Viamedia's insertion of the Commercials into Broadcasting Partner's digital programming stream complies with all requirements under the CALM Act and the CALM Act Regulations that are applicable to the insertion of Commercials.

This Third Party Local Inserter's Certification of Compliance is delivered to be effective and true and correct as of June 4, 2015, and shall remain valid and be deemed in effect for purposes of the CALM Act until it expires on December 31, 2018.

VIAMEDIA, INC.

By: 
Thomas E. Reilly, Jr., Esquire
General Counsel