

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Dear Chairman Powell:

As a customer of DIRECTV, I am writing to urge you to support the pending merger of EchoStar and HUGHES, the parent company of DIRECTV. I believe the merger will increase video and broadband choices for consumers like me. The one focal concern for the DOJ and FCC thus far in support of this merger centers on the 'sole' choice many rural customers will have regarding programming choices. As these customers generally have no access to wired cable services, and have a choice now between the two competing satellite providers, the fear is that only having one choice for programming (the merged company) will create a programming monopoly. However, with a 'one nationwide rate' structure, this perspective becomes totally obsolete. If the merged entity must maintain price parity with the 'monopolistic' cable companies that operate in most urban markets, the same consumer price protection will cover rural customers that now only have the single programming choice should the merger occur. This does not limit the rural customer's choice, but blankets them in with the same price and entertainment treatment of any urban customer regarding programming choices.

The combined company will be a much stronger competitor to cable operators by being able to offer me local TV channels via satellite in my market area, which I currently do not receive.

I currently have broadband access to the Internet, but the combination of EchoStar and HUGHES will result in increased competition in the broadband market by providing an affordable high-speed Internet service nationwide via satellite. Adding another choice to the mix in my market, as proved historically, will improve service and lower prices - the reason capitalism exists today.

I appreciate your consideration of my views.

Sincerely,

Brian White  
10617 NW 40th Terrace  
Yukon, OK 73099