

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

Dear Chairman Powell:

As a current custor of EchoStar/Dish I am taking this opportunity to voice my support for the proposed merger between Dish Network and DirectTV.

Recently, the govenerment made statements to the fact that the resulting company would dominate the sat TV market and undermine competition in this industry. I subscribe to satellite TV not because I wish to have a dish instead of a cable wire. I chose an alternative source for my TV programming which provides a better product, in my opinion, than my local cable provider.

In addition, I have had only one (1) rate increase (\$2) since I became customer. As a Time-Warner customer, the rate increases were frequent.

The important issues I wish to address in this letter is that Dish Network and DirectTV do not compete against each other as much as they compete against cable TV providers. Yes, the merged company would be the biggest sat TV provider. No, that does not mean that they are free from competition. The 'market' is providing TV and other services, not providing specifically satellite TV and services. Again, I don't care how the product is delivered to my TV. If the merged company raises its rates, customers can always switch back to the wire. In the TV market, satellite TV provides the competition to cable providers since most markets have only one cable provider. Where is the local competition to cable TV providers? In Rochester, NY I have only one choice to receive clear local channels. There is a reason that the number of satellite TV subscribers is growing so fast - the product is great and the price is better than cable.

More importantly, I beleive the goals of the merged company in the interest of the common consumer. They include moving to a single, nationwide cost structure that guarentees the same services and programming everywhere in this country for the same price. This includes local TV programming for all markets (which curently only cable can provide) and access to broadband internet everywhere. The amount of wire that would need to be run to hook up every house in this country would be astounding in my personal estimation, and I think that the phone or cable companies would not hesitate to pass this cost onto its customers. More importantly, this cost would likely be passed on to the localized customer base rather than dispersed to a nationwide customer base. The satellite approach is simplier - the one time cost involved with satellite launches is spread over a very lerge customer base. In addition, the features associated with a new satellite are shared (almost instantaneously) by the nationwide customer base. If land based services like cable need to upgrade, there is the potential for a very long and very costly transition period as possibly thousands of elements of the system infrastructure are removed, replaced or upgraded. The cost involved with building a satellite is not small by any estimation, but the benefits are realized much quicker and over a much large consumer base.

In fairness to the counter argument, I will agree that there is nothing preventing the two individual parties involved in this proposal from independently pusing these same goals. The only one that I can see is cost. These companies duplicate each others services. They each have 7-9 satellites tha

t transmit the same programming and the same 50 local channel markets. The merged company allows for a very short transition (about 1-2 years from what I heard) to 100% local channel coverage and 100% broadband internet across this country. Internet to every school in every corner of the country and for the same cost no matter where you live. Without the merger, I think that at the cost involved with adding another 8 satellites to gain the needed bandwidth to service a nationwide plan like the one proposed would be very expensive and take another decade. The merger allows healthy competition with cable in a fraction of that time.

I am an educated consumer. I researched the Dish Network

Sincerely,

Scott Brown  
297 Genesee Park Blvd  
Rochester, NY 14623