

ATTACHMENT A

Satellite Broadcasting and
Communications Association

July 23, 2004

225 Reinekers Lane
Suite 600
Alexandria, VA 22314
(703) 549-6990

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of _____)

Annual Assessment of the Status of
Competition in the Market for the Delivery
Of Video Programming

MB Docket No. 04-227

LIST OF ATTACHMENTS

- A. VOOM Press Release: Cablevision's Rainbow DBS Introduces "VOOMsm" Nation's First Television Service Designed to Meet Demand of Growing, Underserved HDTV Market
- B. List of markets where local-into-local service is available via DBS (as of 6/30/04)
- C. DIRECTV Press Release: DIRECTV Names 18 New Local Channel Markets to Launch in 2004
- D. DISH Network Press Release: DISH Network First Satellite TV Company to Offer Local Channels in All 50 States; Local Channels Now Available in 127 Markets
- E. J.D. Power and Associates Press Release: J.D. Power and Associates 2003 Residential Cable/Satellite TV Customer Satisfaction StudySM, August 19, 2003
- F. American Consumer Satisfaction Index Press Release: Latest Increase in ACSI Bodes Well for the Economy, June 3, 2004

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Cablevision's Rainbow DBS Introduces "VOOMSM" Nation's First Television Service Designed to Meet Demand of Growing, Underserved HDTV Market

VOOM to Offer 39 HD Channels; Far More Than Any Other Satellite or Cable Provider

Exclusive VOOM Package of 21 HD Channels From Rainbow Media Breaks New Ground With High-Definition Movies, Music, Sports, News, Fashion, Arts, Lifestyles, Animation and More

VOOM to be Available at More Than 1,600 Sears Stores Nationwide; Charter Members to Pay No Monthly Programming Fees During Initial Preview Period

Jericho, N.Y., October 15, 2003 — Rainbow DBS, Cablevision Systems Corporation's satellite division, today introduced VOOM, the first television service to offer a comprehensive array of high-definition (HD) programming to customers throughout the continental United States. During an initial preview period, as the number of available channels continues to expand, charter members will pay no monthly programming fees through January 2004.

VOOM will offer consumers far more HD programming than any other satellite or cable service. Beginning now, VOOM will feature an exclusive VOOM package of 21 commercial-free, 1080i channels created expressly to meet the demand of today's rapidly growing but underserved HDTV audience. Customers of VOOM will also receive several cable favorites such as the Disney Channel, A&E, FX, AMC and more, as well as over-the-air digital local broadcast channels delivered in standard definition (SD) and in HD where available. By February 2004, with the addition of new channels, customers will receive 39 HD channels and 88 standard-definition channels, including more than 40 cable favorites.

In addition, Rainbow DBS has teamed with leading programming partners like the NFL Network, Playboy, Discovery HD Theater and Starz! to offer consumers premium movies, sports and entertainment channels in VOOM's exciting high-definition environment.

Sears, one of the nation's leading retailers of HDTV sets, will make VOOM available through 851 Sears full-line stores and 772 Sears dealers stores across the country. Consumers can also order VOOM by calling 1-800-GET-VOOM or visiting www.voom.com. Beginning February 2004, VOOM will be offered for \$39.90 a month.

VOOM Meets the Demands of an Exploding HDTV Market

Charles Dolan, Cablevision chairman, said: "VOOM will jumpstart the era of HDTV. Beginning today, we are delivering far and away the widest selection of high-definition programming available anywhere to meet the demands of a growing but underserved HDTV market. Cablevision has always been first and foremost a content company, with a strong history of program innovation - and now with VOOM, we will expand content delivery to customers across the country. Millions of consumers have already made substantial investments in high-definition home entertainment centers, but this wonderful technology has unfortunately been marginalized by a dearth of available programming. We will fill that void by originating and aggregating more HD content than any other satellite or cable service."

Mickey Alpert, Chief Operating Officer of Rainbow DBS, stated: "We designed VOOM expressly for the more than 40 million consumers who are expected to own HDTV sets within the next few years. We are staking claim in a new market as the first company to provide an HD-centric programming service that offers the greatest number of HD channels, along with an attractive group of cable favorites and premium services in standard definition. We have taken advantage of technology improvements in space by utilizing Rainbow 1, one of the world's most advanced DBS satellites; and on the ground, by providing Motorola MPEG-4 compatible receivers. Together, this technology will allow us to deliver more HDTV channels at a lower cost than any other service. In addition, we are joining forces with Sears, a national retail leader in HDTV sales, to provide nationwide retail access to our service. By combining great programs, technology and strategic partners, VOOM will offer compelling value for HDTV owners."

More HD Channels Than Any Other Service

After the initial preview period, VOOM customers will receive 39 channels of HD programming. The centerpiece of this compelling offering is an integrated suite of 21 exclusive VOOM HD channels created by Rainbow Media Holdings LLC. Rainbow Media is the Cablevision programming subsidiary that launched such successful cable channels as AMC, IFC (The Independent Film Channel), WE: Women's Entertainment, Fuse, News 12 and Bravo, which was later sold to NBC.

Joshua Sapan, President & Chief Executive Officer, Rainbow Media Holdings LLC, stated: "HDTV is poised to revolutionize the television viewing experience for consumers, offering spectacular images, powerful sound quality and the sense of immediacy not experienced on conventional television. A fundamental ingredient of Rainbow DBS's high-definition offerings will be our 21 VOOM HD exclusives - commercial-free channels that deliver a wide range of programming content not found anywhere else. This content builds on Rainbow Media's history of programming innovation, industry leadership and proven success. The VOOM exclusives are an exciting opportunity for us to provide compelling programming and to build a new collection of channels specifically designed for this new television platform and service."

The exclusive VOOM HD channels from Rainbow Media are:

HD Cinema 10™ - Ten different film channels that offer the largest selection of HD movies available anywhere.

Monsters - Scary movies taken to the next level by the power of HDTV.

Epics - A cinematic celebration of the silver screen with magnificent stories and music, all about heroes, noble journeys and the triumphant human spirit.

World Sport - Close-up sports action from every corner of the globe, including top world soccer leagues, pro-sailing and college football.

Rush HD - Heart-pounding, in-your-face, extreme sports like skydiving, snowboarding, surfing and skateboarding.

Rave HD - All-music, all-the-time; plus concert performances by top artists with incomparable resolution and audio clarity.

Ultra HD - Direct from the fashion and food capitals of the world, enjoy the hottest trends in what to wear, where to go and how to find the best dining on the planet.

Treasure HD - Capturing the amazing world of collectibles and collectors, meet these eclectic personalities from the most knowledgeable to the merely curious.

Gallery HD - Exploring the world's greatest museums, art galleries and architecture, with HD detail and clarity unseen anywhere else on television.

Animania - Big, bold fun for everyone in the family, featuring long and short-form animation from award-winning festivals to popular cartoon classics.

News Bytes HD - Current news headlines, weather and sports, all in HD, plus compelling feature stories and video essays.

MOOV - Stunning motion-video with a continuous flow of unusual images set to music, creating a new artistic medium uniquely suited for HD.

Partnerships With Leading Television Programmers

Rainbow DBS has formed partnerships with many of television's most popular programmers. Part of that programming will be packaged as "PlusPacks", which will roll out over the next few months and include premium services in both HD and SD. VOOM customers will also receive more than 40 of their favorite cable channels in standard definition. The lineup today includes 28 channels, and others are expected to be added in the next few months.

The SD channels available today are:

ABC Family	The Game Show Network
A&E	Hallmark Channel
AMC	The History Channel
Animal Planet	IFC (Independent Film Channel)
Biography	The Learning Channel
Court TV	NFL Network
CSPAN	Outdoor Life Network

CSPAN 2	Oxygen
Discovery Channel	Soapnet
Discovery Health	Speed
Disney Channel	Style
E!	Travel Channel
Fuse	Toon Disney
FX	WE: Women's Entertainment

In addition, with the included off-air antenna, VOOM customers will receive over-the-air digital local broadcast channels in standard definition and in HD where available.

Customers also have access to Pay-Per-View programming in HD, including exclusive content from Playboy TV beginning in January.

To provide customers an even richer choice of entertainment, VOOM features 18 commercial-free, digital music channels from Music Choice - 24 hours of every day. Consumers can choose from a broad selection of music genres, including country, rock, classical, golden oldies and the latest hits, all with dynamic digital sound.

VOOM Delivers a Compelling Value Proposition

VOOM's state-of-the-art technology and dynamic programming give customers everything they need to enjoy the world of HDTV at an unmatched value, without requiring a long-term commitment. After the initial preview period through January for charter members, customers will pay \$39.90 a month to enjoy:

- 21 VOOM HD exclusives

- One HD PlusPack

- More than 40 cable favorites

- 18 digital music channels from Music Choice

- With the included off-air antenna, over-the-air digital local broadcast channels in standard definition and in HD where available

Additional HD PlusPacks can be purchased for \$14.90 per month each. Customers also have access to Pay-Per-View programming in HD and Inside VOOM, a customer information channel.

VOOM involves an initial one-time cost of \$749.99, for which customers receive a satellite dish, remote control, digital off-air antenna, and next-generation set-top receiver that seamlessly integrates local signals into one user-friendly program guide, specifically designed for the HD format. In addition, customers will receive a full professional installation and a two-year complete in-home service plan.

VOOM is Available at Sears Stores Nationwide

Beginning today, consumers across the continental United States can sign up for Rainbow DBS at more than 1,600 Sears stores. The first national retailer to display HD programming on its sales floor, Sears has doubled the number of plasma and liquid crystal display (LCD) TV models it offers in 2003, and now carries 21 models from nine manufacturers.

Consumers can also sign up by calling 1-800-GET-VOOM or visiting www.voom.com. During an initial preview period, as new channels continue to be added to the service, charter members who sign up between now and December 31, 2003 will pay no monthly programming fees through January 31, 2004.

Leading-Edge Technology to Serve a Large and Growing Audience

Rainbow DBS's robust technology provides an unparalleled HDTV experience in Dolby 5.1 sound, using the most advanced technology to provide and deliver sharper images more efficiently than ever before. Its user-friendly, on-screen program guide, specifically designed for the HD format, allows customers to search easily and rapidly for the programming they want by genre. Customers can also personalize the guide to display only the channels they want to watch.

VOOM will also be the first service to take full advantage of the coming MPEG-4 compression technology, which will double the available satellite capacity. Because of the state-of-the-art Rainbow 1 satellite and MPEG-4-capable set-top receivers developed with Motorola, Rainbow DBS will be able to leverage the power of MPEG-4 without the legacy issues that will face other providers who will have to upgrade or switch out current equipment. MPEG-4 will be phased in over the next two years.

In addition to the partnership with Motorola, Rainbow DBS has teamed with other technology partners to provide and maintain the systems and hardware that make the VOOM experience possible. These include Lockheed Martin, NDS, Open TV and Universal Remote.

Rainbow DBS has also partnered with a number of companies that share its commitment to excellence including: for customer service and fulfillment, Convergys, INSTALLS Inc. and Ozburn Hessey; and, for branding and virtual marketing, IPG.

Rapid Growth Forecasted for Underserved HDTV Market

According to Forrester Research, as many as six million households will have HDTV-compatible televisions by the end of 2003 - double the number of the previous year. That figure is expected to double again by 2005 and, according to analysts, by 2007, more than 40 million consumers will own HDTV sets.

According to a recent study by the Consumer Electronics Association (CEA):

Consumers are overwhelmingly unaware of existing HDTV content - 71 percent of those surveyed said they were not very familiar or not at all familiar with HDTV programming. Among potential HDTV purchasers, almost 30 percent of those surveyed cited lack of HDTV content as an inhibitor to purchasing an HDTV set.

An even larger percentage of consumers surveyed lack basic information about how to receive the full benefits of HD programming:

- o 74 percent of consumers were unaware that they need a set-top box to view HD programming; and
- o 54 percent weren't aware that owning HDTV hardware would enable them to view programs in HD only if the programs were broadcast in HD.

About VOOM and Rainbow DBS

VOOM is the first and most complete service of high-definition programming for the rapidly expanding home entertainment market. By February 2004, VOOM will offer 39 premium high-definition channels to consumers across the continental United States, including an exclusive VOOM package of 21 brand-new, commercial-free channels such as WorldSport, Epics and Animania. VOOM is provided by Rainbow DBS, the satellite services division of Cablevision Systems Corporation. Consumers may purchase the VOOM equipment and sign up for the service through local Sears retailers, by calling 1-800-GETVOOM, or by visiting www.voom.com.

This press release contains statements that constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that any such forward-looking statements are not guarantees of future performance or results and involve risks and uncertainties, and that actual results or developments may differ materially from those in the forward-looking statements as a result of various factors, including financial community and rating agency perceptions of the company and its business, operations, financial condition and the industry in which it operates and the factors described in the company's filings with the Securities and Exchange Commission, including the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" contained therein. The company disclaims any obligation to update the forward-looking statements contained herein.

Cablevision Systems Corporation

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ATTACHMENT B

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Markets Where DBS offers Local-into Local Service
143 Markets as of June 30th, 2004

Albany, GA
Albany-Schenectady-Troy, NY
Albuquerque-Santa Fe, NM
Amarillo, TX
Anchorage, AK
Atlanta, GA
Augusta, GA
Austin, TX
Bakersfield, CA
Baltimore, MD
Baton Rouge, LA
Birmingham (Anniston and Tuscaloosa), AL
Boise, ID
Boston, MA (Manchester, NH)
Buffalo, NY
Burlington, VT-Plattsburgh, NY
Cedar Rapids-Waterloo-Iowa City & Dubuque, IA
Champaign & Springfield-Decatur, IL
Charleston-Huntington, WV
Charlotte, NC
Chattanooga, TN
Cheyenne, WY-Scottsbluff, NE
Chicago, IL
Chico-Redding, CA
Cincinnati, OH
Cleveland-Akron (Canton), OH
Colorado Springs-Pueblo, CO
Columbia, SC
Columbia-Jefferson City, MO
Columbus, OH
Columbus-Tupelo-West Point, MS
Corpus Christi, TX
Dallas-Ft. Worth, TX
Davenport, IA-Rock Island-Moline, IL
Dayton, OH
Denver, CO
Des Moines-Ames, IA
Detroit, MI
Duluth, MN-Superior, WI
El Paso, TX
Eugene, OR
Evansville, IN
 Fargo-Valley City, ND
Flint-Saginaw-Bay City, MI
Fresno-Visalia, CA
Ft. Myers-Naples, FL
Ft. Smith-Fayetteville-Springdale-Rogers, AR
Ft. Wayne, IN
Grand Junction-Montrose, CO
Grand Rapids-Kalamazoo-Battle Creek, MI
Green Bay-Appleton, WI
Greensboro-High Point-Winston Salem, NC
Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC
Harlingen-Weslaco-Brownsville-McAllen, TX
Harrisburg-Lancaster-Lebanon-York, PA
Hartford & New Haven, CT
Honolulu, HI
Houston, TX
Huntsville-Decatur (Florence), AL
Indianapolis, IN
Jackson, MS
Jacksonville, FL
Johnstown-Altoona, PA
Joplin, MO-Pittsburg, KS
Kansas City, MO
Knoxville, TN
La Crosse-Eau Claire, WI
Lafayette, LA
Lansing, MI
Las Vegas, NV
Lexington, KY
Lincoln & Hastings-Kearney, NE
Little Rock-Pine Bluff, AR
Los Angeles, CA
Louisville, KY
Madison, WI
Memphis, TN
Miami-Ft. Lauderdale, FL
Milwaukee, WI
Minneapolis-St. Paul, MN
Missoula, MT
Mobile, AL-Pensacola (Ft. Walton Beach), FL
Monroe, LA-El Dorado, AR
Monterey-Salinas, CA
Nashville, TN
New Orleans, LA
New York, NY
Norfolk-Portsmouth-Newport News, VA
Oklahoma City, OK
Omaha, NE
Orlando-Daytona Beach-Melbourne, FL
Paducah, KY-Cape Girardeau, MO-Harrisburg-Mt Vernon, IL
Peoria-Bloomington, IL
Philadelphia, PA
Phoenix, AZ
Pittsburgh, PA
Portland-Auburn, ME
Providence, RI-New Bedford, MA

Quincy, IL-Hannibal, MO-Keokuk, IA
Raleigh-Durham (Fayetteville), NC
Reno, NV
Richmond-Petersburg, VA
Roanoke-Lynchburg, VA
Rochester, NY
Rockford, IL
Sacramento-Stockton-Modesto, CA
Salt Lake City, UT
San Antonio, TX
San Diego, CA
San Francisco-Oakland-San Jose, CA
Santa Barbara-Santa Maria-San Luis Obispo, CA
Savannah, GA
Seattle-Tacoma, WA
Sherman, TX-Ada, OK
Shreveport, LA
Sioux City, IA
Sioux Falls(Mitchell), SD
Springfield, MO
Springfield-Holyoke, MA
Spokane, WA
St. Louis, MO
Syracuse, NY
Tallahassee, FL-Thomasville, GA
Tampa-St. Petersburg (Sarasota), FL
Toledo, OH
Topeka, KS
Traverse City-Cadillac, MI
Tri-Cities, TN-VA
Tucson (Sierra Vista), AZ
Tulsa, OK
Tyler-Longview(Lufkin & Nacogdoches), TX
Waco-Temple-Bryan, TX
Washington, DC (Hagerstown, MD)
Wausau-Rhineland, WI
West Palm Beach-Ft. Pierce, FL
Wichita-Hutchinson, KS Plus
Wilkes Barre-Scranton, PA
Wilmington, NC
Yakima-Pasco-Richland-Kennewick, WA
Youngstown, OH

ATTACHMENT C

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DIRECTV Names 18 New Local Channel Markets to Launch in 2004

LAS VEGAS – January 8, 2004 -- Local Channels to be Available in a Minimum of 130 Markets by Year-End Represents 92 Percent of U.S. TV Households

As part of its commitment to aggressively expand the number of markets where it offers local broadcast channels, DIRECTV, Inc., the nation's leading digital multichannel television provider, today announced the names of 18 new markets that will receive local channels via the DIRECTV(R) programming service this year.

The new cities, or designated market areas (DMAs), will join the previously announced markets to be rolled out following the successful launch of the DIRECTV 7S spot-beam satellite in mid-to-late first quarter and 64 markets where DIRECTV currently offers local broadcast channels. By year-end, DIRECTV will offer local channels in a minimum of 130 markets, representing 92 percent of U.S. television households. DIRECTV's goal is to begin the rollout of local-into-local service to these additional markets by early April 2004.

"This is an important next step toward our goal of expanding local channel coverage to more markets as quickly as possible," said Stephanie Campbell, senior vice president, Programming, DIRECTV, Inc. "Before the year is out, consumers in 130 markets across the country will have a complete cable replacement service -- great news for consumers, bad news for cable."

The 18 new DIRECTV local channel markets are

Boise, Idaho
Burlington, Vt.-Plattsburgh, N.Y.
Cedar Rapids-Waterloo, Iowa
Champaign-Springfield-Decatur, Ill.
Chattanooga, Tenn.
Columbia-Jefferson City, Mo.
Davenport, Ill.
Evansville, Ind.
Fort Smith, Ark.
Fort Wayne, Ind.
Johnson City, Tenn.-Bristol, Va./Tenn.-Kingsport, Tenn.
Johnstown-Altoona, Pa.
Lincoln-Hastings, Neb.
Sioux Falls, S.D.
Springfield-Holyoke, Mass.
Springfield, Mo.
Traverse City, Mich.
Waco-Temple-Bryan, Texas

To provide capacity for the new markets, upon authorization from the Federal Communications Commission, the DIRECTV 5 satellite will be moved into the Telesat-controlled orbital location of 72.5 degrees. Customers in these new markets, with the exception of Springfield-Holyoke, Mass. will be required to use a second 18-inch satellite dish to receive their local channels.

To fulfill their commitment to continue to expand local channel services in the next two to four years, News Corp. and DIRECTV plan to launch a series of advanced satellites to create additional capacity. DIRECTV 7S, the second spot-beam satellite in the DIRECTV fleet, will provide capacity for the launch of the previously announced markets at the 119-degree West Longitude orbital slot.

DIRECTV is the nation's leading digital multichannel television service provider, with more than 12.2 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corp. (NYSE:HS). Hughes is a world-leading provider of digital multichannel television entertainment, broadband satellite networks and services, and global video and data broadcasting. Hughes is 34 percent owned by Fox Entertainment Group, which is approximately 82 percent owned by News Corporation Ltd.

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ATTACHMENT D

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News Releases

EchoStar Communications Corp. (ticker: DISH, exchange: NASDAQ) News Release - 5/20/2004

DISH Network First Satellite TV Company to Offer Local Channels in All 50 States; Local Channels Now Available in 127 Markets

DALLAS--(BUSINESS WIRE)--May 20, 2004--EchoStar Communications Corporation (Nasdaq:DISH) announced today that its DISH Network(TM) has become the first pay TV company to offer local TV channels in all 50 states and the District of Columbia.

DISH Network's launch in the Cheyenne, Wyo., market today builds upon the company's history as the leader in local channel offerings. Nearly 90 percent of the nation's total households are now eligible to receive local channels in 127 markets via DISH Network's satellite TV service, including residents of Alaska and Hawaii.

Congress challenged the satellite TV industry in 1999 to make local channels available as widely as possible, and DISH Network has responded with a solution that has opened nearly twice as many markets as its nearest satellite competitor. DISH Network made its announcement at its annual Team Summit retailers' conference that began today in Dallas. It is the largest gathering of satellite TV delegates in the nation.

"At DISH Network, we are thrilled to achieve this milestone, providing service at a national level nearly unimaginable six years ago," said Charles Ergen, chief executive officer and chairman at EchoStar. "And our pledge to provide the lowest priced, all-digital service in America has given consumers a clear alternative to cable TV's price increases that are five times the rate of inflation."

DISH Network in 1999 became the first satellite TV company to offer local channels with a roll-out in 13 markets.

"One of the greatest concerns I hear from my constituents is their inability to get their local stations on their satellites," said U.S. Representative Barbara Cubin (R-WY). "These channels help keep people informed about what's going on in their community and provide important information in emergency situations. I am pleased to know that DISH Network plans to continue its expansion of local channels, not just in Wyoming, but in the entire U.S."

DISH Network now offers local channels as part of its new Digital Home Advantage package. Starting at \$29.99 per a month, this promotion offers customers free installation for up to four TVs, with no commitment and no hardware to buy and includes more than 60 popular TV channels such as ESPN, Discovery and Nickelodeon, plus local TV channels.

DISH Network is also the leading worldwide distributor of interactive TV services. DISH Network offers interactive TV programming to more than 8 million customers nationwide, with 22 interactive TV programs including games, news and entertainment. Additionally, DISH Network offers the most affordable high definition system in the nation and was the first pay-TV provider to offer a high-definition digital video recorder (DVR).

To learn more about DISH Network or to place an order, please visit www.dishnetwork.com, call 800-333-DISH (3474), or contact your local DISH Network retailer.

About EchoStar

EchoStar Communications Corporation (Nasdaq:DISH) serves more than 9.7 million satellite TV customers through its DISH Network(TM) and is a leading U.S. provider of advanced digital television services. DISH Network's services include hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour customer service. DISH Network is the leader in the sale of digital video recorders (DVRs). Visit EchoStar's DISH Network at www.dishnetwork.com or call 800-333-DISH (3474).

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SOURCE: EchoStar Communications Corporation

ATTACHMENT E

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**J.D. Power and Associates Reports:
Average Monthly Spending for Satellite TV Service Drops Below Cable Service for the
First Time as Cable Market Share Continues to Decline**

DirecTV Ranks Highest in Customer Satisfaction for Second Straight Year

FOR IMMEDIATE RELEASE: August 19, 2003

WESTLAKE VILLAGE, Calif. The average price difference between cable and satellite TV service has narrowed significantly over the past five years, with the average monthly expenditure for satellite service falling below cable for the first time, according to the J.D. Power and Associates 2003 Residential Cable/Satellite TV Customer Satisfaction StudySM released today.

The study finds that the average monthly expenditure for satellite TV service is \$48.93—up 8 percent from 1998. However, cable spending has increased 41 percent in the same time period, moving from an average of \$35.15 per month in 1998 to \$49.62 per month in 2003. Accounting for much of the spending increase among cable subscribers are upgraded and/or additional services such as digital TV, video-on-demand and high definition TV, which are being actively marketed to consumers.

While cable continues to be the dominant provider, satellite subscriptions are steadily growing. Currently, 60 percent of households surveyed subscribe to cable service, down from 68 percent five years ago, while satellite subscriptions have increased from 7 percent of households in 1998 to 17 percent in 2003.

“Digital cable hasn’t turned out to be the solution the cable industry needed to stem the tide of migration to satellite providers,” said Steve Kirkeby, senior director of telecommunications research at

(Page of 2)

J.D. Power and Associates. "Although digital cable subscribers report higher satisfaction than do analog cable subscribers, both groups dramatically trail satellite subscribers in overall customer satisfaction, with cost of service being a key issue.

One area where cable providers may have an opportunity to stem this migration to satellite is in bundling telephony and Internet access with cable TV service. With growing consumer desire to combine multiple services in a single bill for convenience and simplicity, the study finds that 34 percent of cable subscribers want to combine their cable service with some other telecommunications product or service.

Both satellite providers in the study receive the top two customer satisfaction rankings among the 13 major providers of cable/satellite TV service. DirecTV ranks highest in overall customer satisfaction performance for the second consecutive year, followed closely by DISH Network. Among the six factors that contribute to overall satisfaction, DirecTV receives top ratings in performance and reliability; cost of service; billing; and offerings and promotions. It also performs near the top in the remaining two factors: image and customer service.

Following DirecTV and DISH Network in the rankings are cable providers Cox, WideOpen West, Cable One, RCN and Time Warner, respectively.

The 2003 Residential Cable/Satellite TV Customer Satisfaction Study is based on responses from 7,340 U.S. households that evaluated their satellite or cable TV providers.

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. Media e-mail contact: michael.greywitt@jdpa.com or john.tews@jdpa.com

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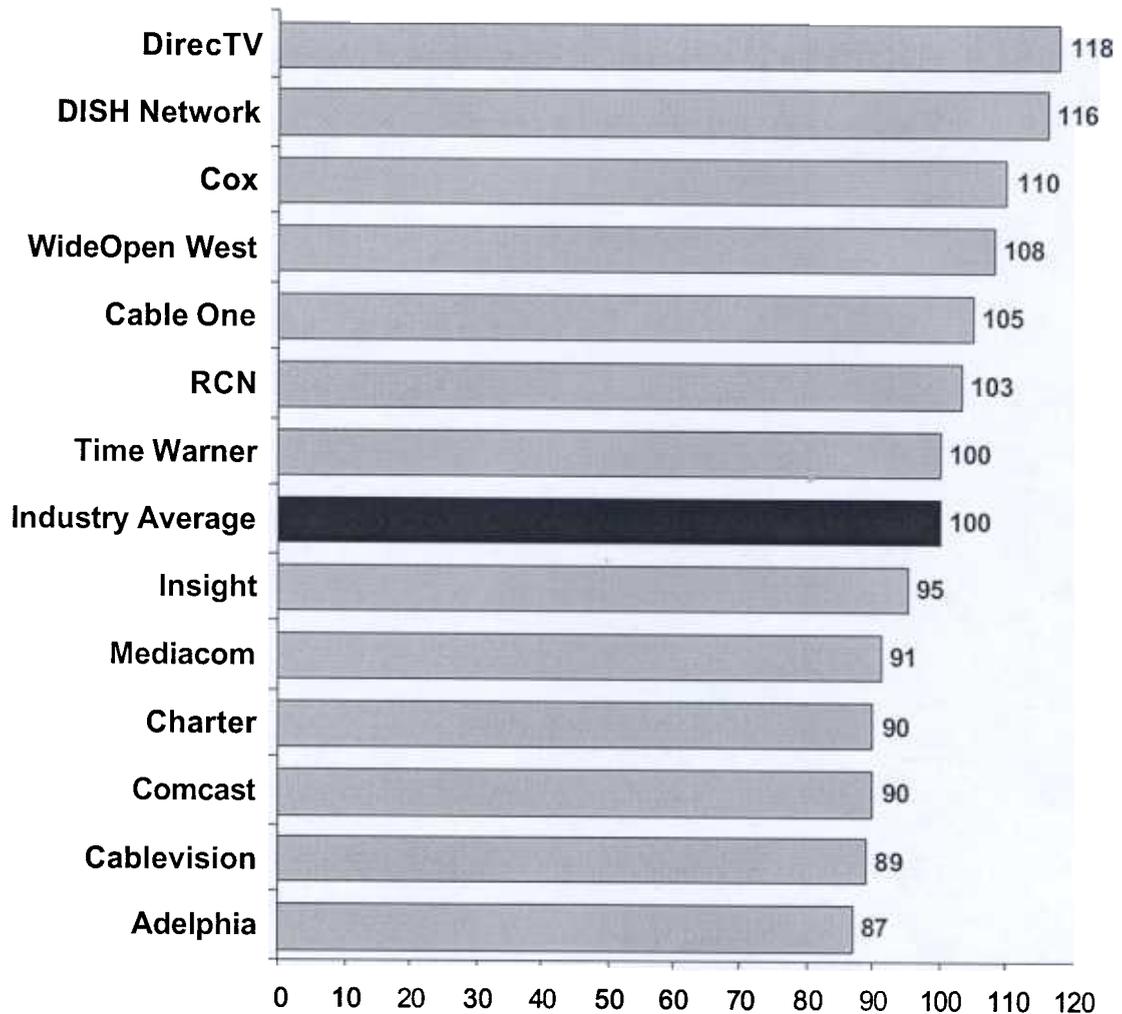
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(Page 2 of 2)

NOTE: One chart follows.

J.D. Power and Associates 2003 Residential Cable/Satellite TV Customer Satisfaction StudySM

Customer Satisfaction Index Scores



Source: J.D. Power and Associates 2003 Residential Cable/Satellite TV Customer Satisfaction StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2003 Residential Cable/Satellite TV Customer Satisfaction StudySM as the source. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.

ATTACHMENT F

Satellite Broadcasting and
Communications Association

July 23, 2004

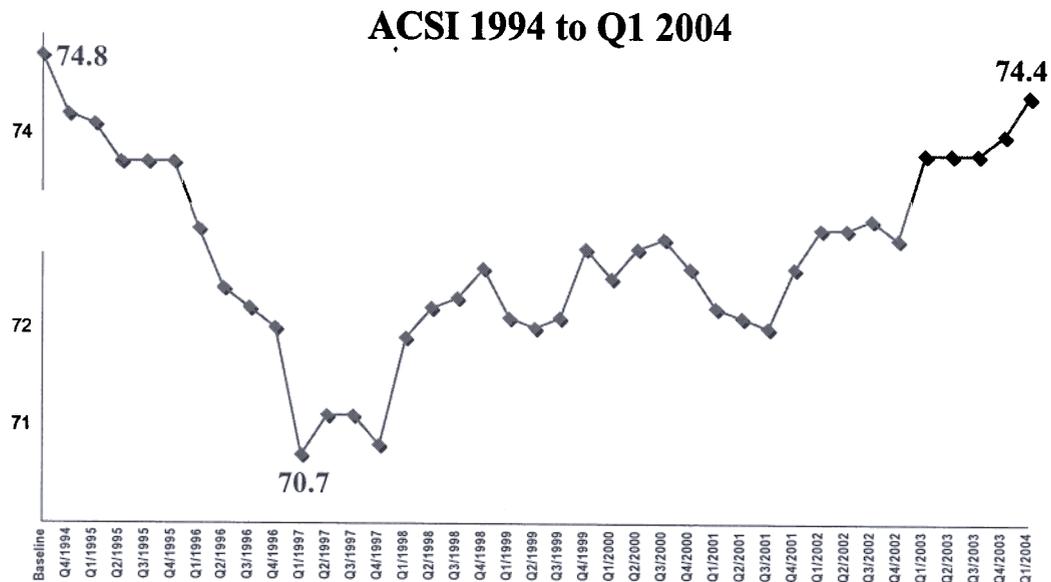
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Latest Increase in ACSI Bodes Well for the Economy

American Customer Satisfaction Index Rises on Strength of Services Sector; Telecommunications Fares Less Well, Wireless Providers Weak

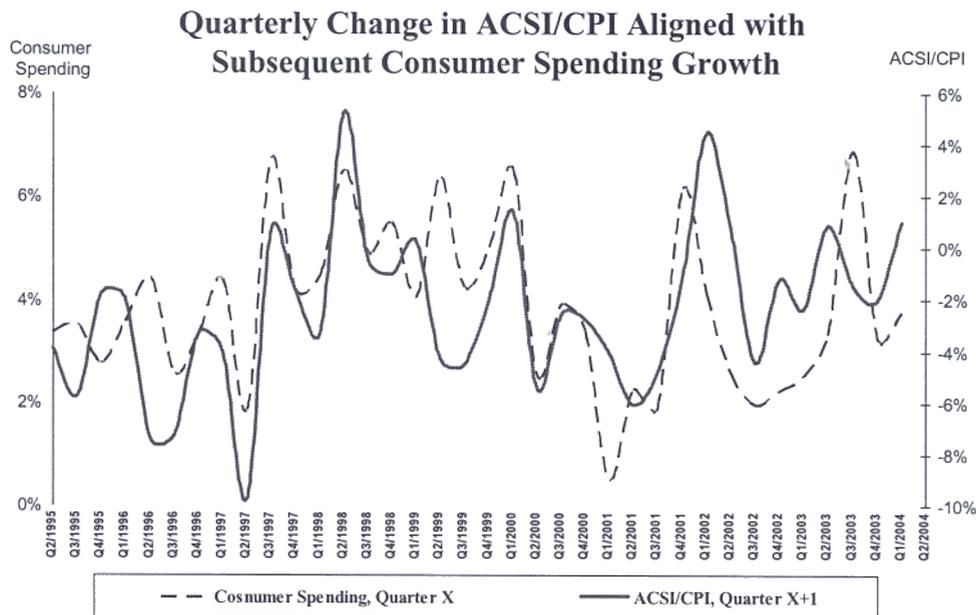
Ann Arbor, MI (June 3, 2004) --The American Customer Satisfaction Index (ACSI) is projecting continued growth in consumer spending, based on results from the first quarter of 2004. The ACSI increased to 74.4 on the Index's 100-point scale in the first quarter of 2004 as compared to 74.0 in the fourth quarter of 2003, according to the report released today. The projected growth in household spending is based on the improvement in customer satisfaction, which historically fuels appetite for further consumption.



“This is a healthy increase in Americans’ satisfaction with their buying experiences, and is the continuation of a two-quarter upward movement,” said Claes Fornell, who heads the Index at the University of Michigan. “Positive consumption experiences contribute to increased consumer demand and stimulate household spending. Based on the economy’s customer satisfaction performance in the first quarter, we can expect a fairly strong

increase in household spending. Since consumer spending accounts for two-thirds of the Gross Domestic Product, it is vital to economic growth.”

In general, a change in the ACSI in one quarter, adjusted for CPI, is followed by a similar change in consumption in the following quarter. The ACSI has proved to have a stronger relationship with subsequent quarterly consumer spending growth than household income, debt, interest rates, or consumer confidence. The Index bases its projections on ten years of data demonstrating a link between customers’ buying experiences and their propensity for future spending. For the first quarter of 2004, the ACSI forecast spending growth of 4.2%. The revised figure from the Bureau of Economic Analysis shows actual growth in the first quarter at 3.9%. ACSI forecasts that second quarter consumer spending growth will range between 3.9% and 4.4%, much depending on changes in the price of gasoline.



The service sector accounted for much of the overall increase in the ACSI, offsetting a decline in the transportation/communications/utilities sector. The report had good news for Hilton Hotels and FedEx, a confirmation that cable and satellite TV are doing little to get better, and a wake-up call for the major wireless service providers.

At the industry and company level, there is a mixed picture of who is strong and who is weak at satisfying customers.

Cable and satellite television remains unchanged at 61 following a three-point drop in 2002.

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“The cable/satellite industry has shown absolutely no improvement in three years, and it was already a pretty weak performer when it registered a sharp decline in satisfaction three years ago,” said Fornell.

Highlights and lowlights of the industry include:

- DIRECTTV and Echostar are well ahead of the industry’s performance, both scoring 71, below the national average of all industries measured but much better than their cable TV rivals.
Comcast and Charter each increased one point to 56, but are substantially below where they were in 2001 (64 and 63 respectively).

Airlines also continue to disappoint passengers, falling one point to 66.

“In an environment of increasing fuel costs, intense competition from discount carriers, and continual labor challenges, it is not surprising that many of the airlines are having difficulty providing good passenger service,” said Fornell. “Most carriers are looking for ways to cut costs. In fact, some have said that this is their top priority. Under these circumstances it is not easy to improve customer service, especially when cost-cutting is directed at labor.”

Highlights and lowlights of the airline industry include:

- Southwest remains the top-performing airline, despite a two-point drop to 73. Their performance shot up to 74 from 70 in 2002 and improved again slightly in 2003.
USAirways, already in financial trouble, won’t like the news that the passengers on whom it relies for future business are less satisfied than last year. It is the worst-performing airline in terms of customer satisfaction, with a score of 62 (down from 64) and the airline has not broken 65 since 1998.
Other major airlines are clustered relatively closely in the 64-67 range, well below the national average.

Because of the growing importance of cellular telephone service, the ACSI now measures both cell phone manufacturers and wireless service providers. The wireless service industry earned only a 65 on the ACSI’s 100-point scale, nearly ten points below the national average of all industries measured, and well behind traditional fixed-line phone service. Manufacturers of cell phone equipment did slightly better at 69. The picture this reveals is one of weakness relative to most other types of companies serving Americans.

“Wireless is an industry to watch,” said Jack West, past president of ASQ. “Now that we’re seeing how wireless stacks up against other industries, it is disturbing that one of America’s supposedly cutting-edge industries is not doing better.”

The wireless and cell phone manufacturers’ highlights include:

- Verizon Wireless emerged as the clear leader in a lackluster field, earning a score of 68. The wireless competition is substantially behind Verizon—with Cingular at 63, AT&T clocking in at 61, and Sprint lagging the industry at 59. The gap among cell phones is less substantial, with Samsung (73), Nokia (72), Kyocera (70), and Motorola (70) all clustered fairly closely together.
- The wireless industry scores below “traditional” fixed-line telephone service, which was also measured this quarter and fell one point to 71. This, however, is a full ten points below what the telecommunications industry scored when first measured in 1994.

The newspaper industry, struggling through most of the ACSI’s ten-year history, surged four points to 68.

The movie industry also improved in the eyes of film-goers, but only a little. The industry increased two points to 73, still well short of its high-water mark of 77 in 1995

Newspapers and movie studios are measured as overall industries and individual companies are not named in the Index.

“It’s interesting that we see a burst of strength in some ‘old’ industries, such as newspapers and movies at the same time that we find out newer services such as cell phones fall well short of customer expectations,” said West. “Part of customers’ satisfaction with wireless is simple network reliability, which is a baseline requirement for companies in the business. With all its convenience, wireless should be able to out-perform fixed-line phone service.”

The service sector’s strength was buoyed by a reasonably strong increase in hospital patient satisfaction, up three points over last year to 76. This is the highest score hospitals have ever achieved, and the first time they have scored above the national average.

Hotels, included in the services sector, dropped one point to 72. Hilton registered a strong gain, up three points to 77, virtually tied with Marriott, which has stayed steady at 76 for the past three years.

Other industries measured this quarter include fixed-line telecommunications, energy utilities, and parcel delivery service.

Parcel delivery helped push the overall ACSI up with a two-point increase, from 79 to 81. FedEx, with a score of 83, is one of the stronger performers of the roughly 200 companies measured by name in the ACSI each year.

The energy utilities industry also varied little. The industry score currently stands at 72, dropping slightly from the previous year’s 73. However, there is considerable variation among individual utilities, ranging from a high of 81 for the Southern Company to a low of 66 for Pacific Gas & Electric.

About the ACSI

The ACSI is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. It is updated each quarter with new measures for different sectors of the economy replacing data from the prior year. The overall ACSI score for a given quarter factors in scores from about 200 companies in 40 industries and from government agencies over the previous four quarters.

The index is produced by a partnership of the University of Michigan Business School, American Society for Quality and CFI Group, and supported in part by ForeSee Results, corporate sponsor for online scores, and Market Strategies Inc., a major corporate contributor.

Company scores and other information about the ACSI can be found on the ACSI Web site:
www.theacsi.org.

ACSI Over Time (Q1 2004 companies and industries)													
	Baseline	1993	1996	1997	1998	1999	2000	2001	2002	2003	2004	% Change from last year	% Change from 1st year
Broadcasting-TV	77	76	70	62	65	62	64	62	65	68	66	-2.9%	-14.3%
Cable/Satellite TV	NM	NM	NM	NM	NM	NM	NM	64	61	61	61	0.0%	-4.7%
The DIRECTV Group, Inc.	NM	NM	NM	NM	NM	NM	NM	70	70	72	71	-1.4%	1.4%
Echostar Communications Corporation	NM	NM	NM	NM	NM	NM	NM	71	68	71	71	0.0%	0.0%
Cox Communications, Inc.	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	63	NA	NA
All Others	NM	NM	NM	NM	NM	NM	NM	62	63	60	60	0.0%	-3.2%
Time Warner Inc.	NM	NM	NM	NM	NM	NM	NM	63	61	61	60	-1.6%	-4.8%
Charter Communications, Inc.	NM	NM	NM	NM	NM	NM	NM	63	53	55	56	1.8%	-11.1%
Comcast Corporation	NM	NM	NM	NM	NM	NM	NM	64	56	55	58	1.8%	-12.5%
Energy Utilities	75	74	75	73	73	74	75	69	73	73	72	-1.4%	-4.0%
All Others	75	73	75	74	75	74	76	68	74	72	74	2.8%	-1.3%
Gas Service	NM	NM	NM	NM	NM	NM	NM	68	72	71	74	4.2%	8.8%
KeySpan Corporation	NM	NM	NM	NM	NM	NM	NM	68	72	71	74	4.2%	8.8%
Electric Service	NM	NM	NM	NM	NM	NM	NM	68	72	71	74	4.2%	8.8%
Southern Company	78	78	76	77	79	78	80	80	81	82	81	-1.2%	3.8%
Duke Energy Corporation	82	80	83	79	78	80	79	79	79	77	78	1.3%	-4.9%
FPL Group, Inc.	77	77	74	69	75	74	76	73	71	73	76	4.1%	-1.3%
American Electric Power Company, Inc.	78	80	82	77	78	77	79	76	75	74	75	1.4%	-3.8%
Energy Corporation	75	76	75	70	70	69	74	69	74	71	73	2.8%	-2.7%
Edison International	76	74	77	78	75	73	78	80	66	69	71	2.9%	-6.6%
FirstEnergy Corp.	NM	NM	NM	NM	NM	NM	NM	72	77	76	69	-9.2%	-4.2%
Reliant Resources, Inc.	NM	NM	NM	68	73	73	75	67	74	70	68	-2.9%	0.0%
Gas and Electric Service	NM	NM	NM	NM	NM	NM	NM	80	80	80	79	-1.3%	-1.3%
PPL Corporation	NM	NM	NM	NM	NM	NM	NM	76	77	75	78	4.0%	2.6%
Progress Energy, Inc.	NM	NM	NM	NM	NM	NM	NM	67	74	77	77	0.0%	14.9%
Sempra Energy	NM	NM	NM	NM	NM	NM	NM	79	80	76	75	-1.3%	-5.1%
Alegnity Energy, Inc.	NM	NM	NM	NM	NM	NM	NM	78	76	77	74	-3.9%	-5.1%
Amerson Corporation	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NA	NA
Chenery Corp.	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	74	NA	NA
TXU Corp.	73	74	77	70	76	74	76	71	75	74	74	0.0%	1.4%
Public Service Enterprise Group	79	80	77	75	74	73	78	75	76	76	73	-3.9%	-7.6%
Papco Holdings, Inc.	NM	NM	NM	NM	NM	NM	NM	NM	NM	77	72	-6.5%	-6.5%
CMS Energy Corporation	79	76	77	75	73	76	76	75	76	78	71	-9.0%	-10.1%
DTE Energy Company	78	78	78	75	74	74	75	74	68	72	71	-1.4%	-9.0%
Exelon Corporation	NM	NM	NM	NM	NM	NM	NM	66	69	71	70	0.0%	7.6%
Energy East Corporation	NM	NM	NM	NM	NM	NM	NM	73	73	73	71	-1.4%	-4.1%
Xcel Energy, Inc.	NM	NM	NM	NM	NM	NM	NM	65	74	73	70	-4.1%	-7.7%
National Grid USA	NM	NM	NM	NM	NM	NM	NM	73	73	75	69	-8.0%	-5.5%
Consolidated Edison, Inc.	77	76	74	71	69	73	71	66	74	72	68	-5.6%	-11.7%
NISource Inc.	NM	NM	NM	NM	NM	NM	NM	67	68	66	68	3.0%	1.5%
Northeast Utilities	70	70	72	67	65	68	72	76	72	73	68	-6.8%	-2.9%
Dominion Resources, Inc.	74	75	72	74	75	74	75	65	70	72	67	-6.9%	-9.5%
PG&E Corporation	73	71	72	71	66	71	73	49	56	66	66	0.0%	-9.6%

