

We need more than just price competition in broadcasting, we need competition as to content. Assignment of the rights will effectively destroy VOOM, which is the only broadcaster that has shown a true commitment to HDTV, and is therefore the only broadcaster that is challenging the other broadcasters to increase their HDTV offerings.

Conventional over-the-air broadcaster have overwhelmingly shown that they would prefer to use their bandwidth for multiple broadcasts, rather than high definition broadcasts. DirectTV has shown that it prefers to offer the minimum HDTV necessary to remain competitive. (One of their executives was quoted as saying he did not see what the fuss is over HDTV, since "it's just a clearer picture.") Dish Network has similarly shown that it is only grudgingly providing the minimal HDTV content that it needs to remain competitive.

The market desperately needs a competitor that will not simply provide the same minimal-HDTV lineups as the other broadcasters, but will offer the public a real choice: the possibility of a true, wide-ranging HDTV lineup. VOOM is the only broadcaster applying that pressure in the marketplace. Permitting the assignment will not strengthen the other satellite providers, it will simply remove what little pressure there is on those other broadcasters to expand their HDTV offerings.