# ATTACHMENT D

# DMA SPECIFIC INFORMATION AND MAPS

## ATTACHMENT D.1

### DMA – Alpena, Michigan

DISH's local receive facility for the Alpena, Michigan designated market area ("DMA") is located at the following address:

Alpena-WBKB-TV
1390 North Bagley St.
Alpena, MI 49707

According to the most recent census data released by the U.S. Census Bureau (2000 Census),[9] the Alpena DMA contains 17,950 households, making it the 208th largest DMA in the country as determined by Nielsen Media Research and published in the 2009-2010 Nielsen Station Index Directory and Nielsen Station Index United States Television Household Estimates.

Figure Alpena 1 is a map showing the geographic distribution of those households within the DMA.

Figure Alpena 2 is the same map with superimposed effective isotropically radiated power predictions obtained in the satellite manufacturer's prelaunch tests for the Ciel-2 satellite. These maps show that the contour of spot beam C-22-4411, as designed, and the geographic area that the beam is designed to cover are predicted to provide a good quality signal (as confirmed by the affidavits of Messrs. Bair and Povenmire) to at least 90 percent – in fact, all 17,950 or 100% – of these households.

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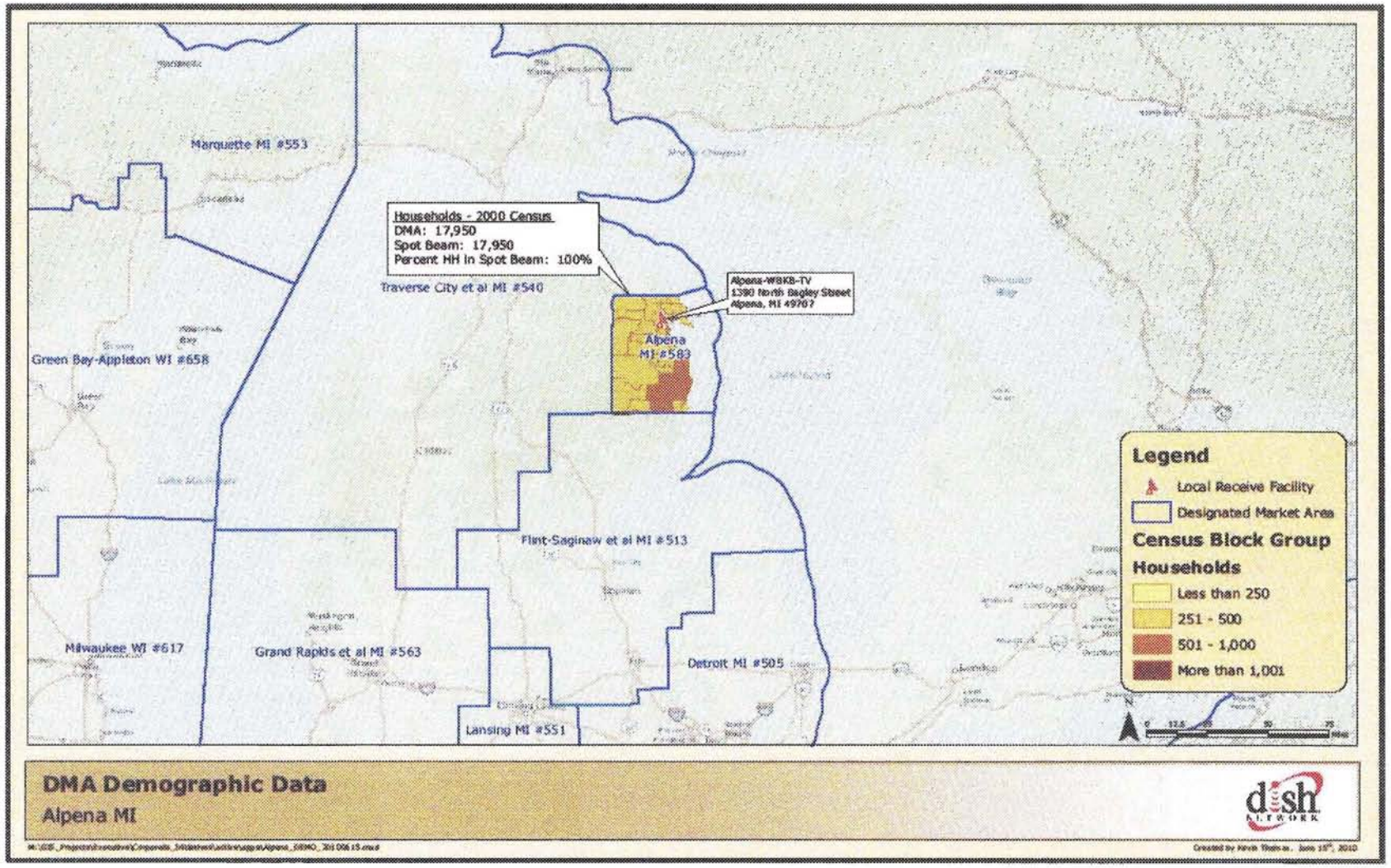
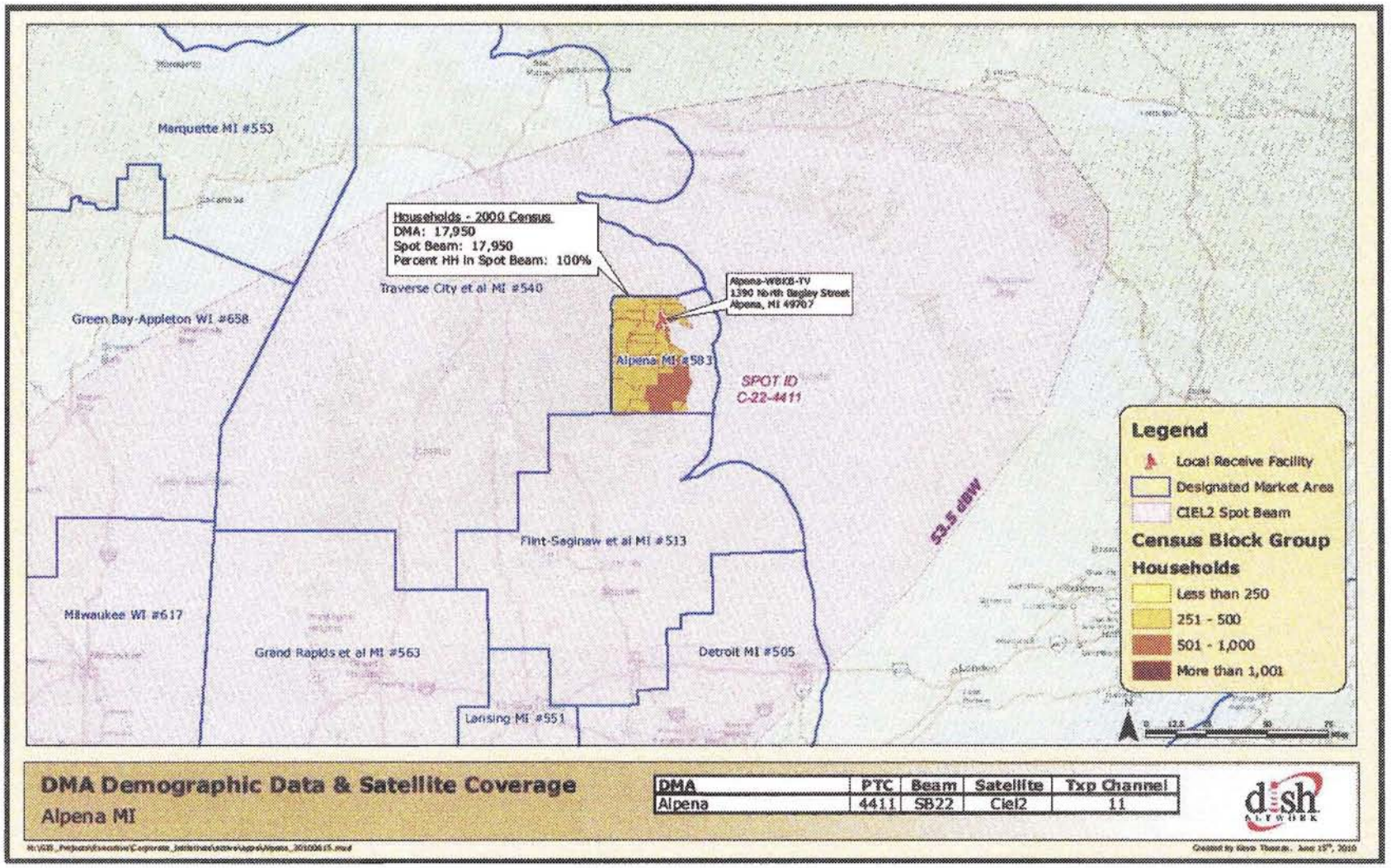
[9] U.S. Bureau of the Census, FactFinder Database, factfinder.census.gov (P15, Households: 2000, Census Summary File 1 (SF 1) 100-Percent Data; accessed April 23, 2010).

# Figure Alpena 1



# Figure Alpena 2




**DMA Demographic Data & Satellite Coverage**

Alpena MI

| DMA | PTC | Beam | Satellite | Txp Channel |
|---|---|---|---|---|
| Alpena | 4411 | SB22 | Ciel2 | 11 |

**ATTACHMENT D.2**

**DMA – Biloxi-Gulfport, Mississippi**

DISH's local receive facility for the Biloxi-Gulfport, Mississippi designated market area ("DMA") is located at the following address:

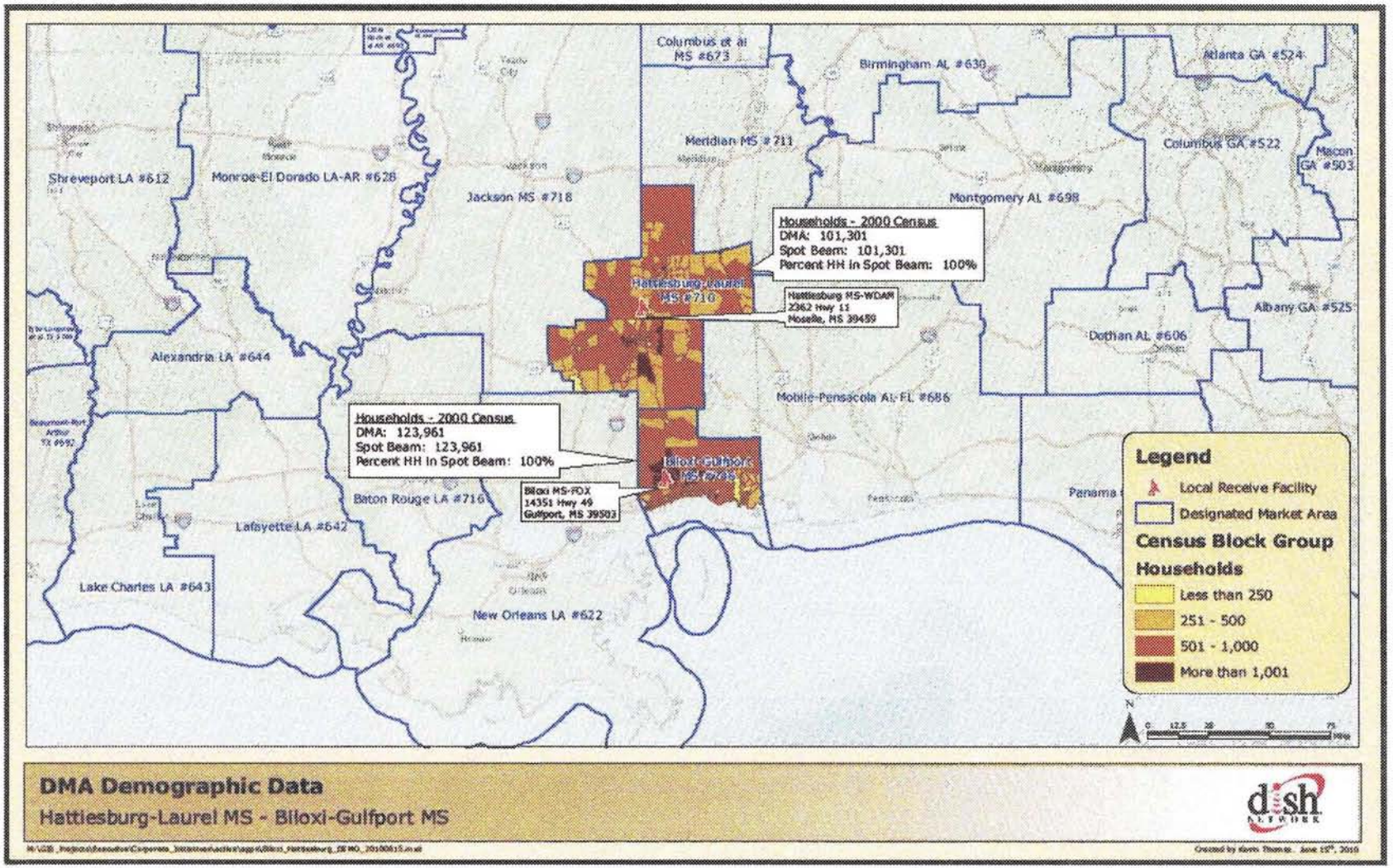
Biloxi MS-FOX
14351 Hwy 49
Gulfport, MS 39503

According to the most recent census data released by the U.S. Census Bureau (2000 Census), the Biloxi-Gulfport DMA contains 123,961 households, making it the 163rd largest DMA in the country as determined by Nielsen Media Research and published in the 2009-2010 Nielsen Station Index Directory and Nielsen Station Index United States Television Household Estimates.

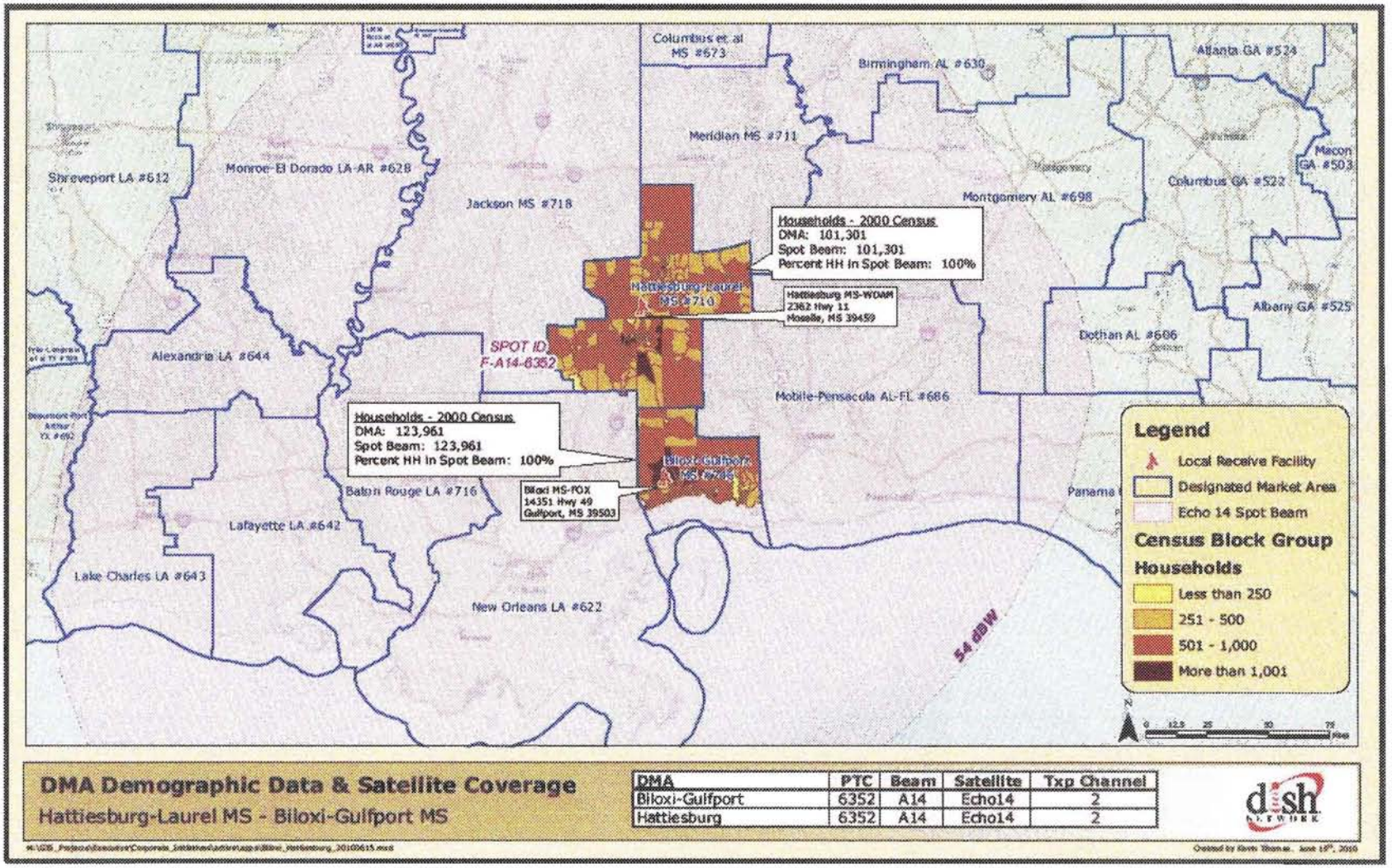
Figure Biloxi 1 is a map showing the geographic distribution of those households within the DMA.

Figure Biloxi 2 is the same map with superimposed effective isotropically radiated power predictions obtained in the satellite manufacturer's prelaunch tests for the EchoStar 14 satellite. These maps show that the contour of spot beam F-A14-6352, as designed, and the geographic area that the beam is designed to cover are predicted to provide a good quality signal (as confirmed by the affidavits of Messrs. Bair and Povenmire) to at least 90 percent – in fact, all 123,961 or 100% – of these households.

# Figure Biloxi 1



# Figure Biloxi 2




**DMA Demographic Data & Satellite Coverage**

Hattiesburg-Laurel MS - Biloxi-Gulfport MS

| DMA | PTC | Beam | Satellite | Txp Channel |
|---|---|---|---|---|
| Biloxi-Gulfport | 6352 | A14 | Echo14 | 2 |
| Hattiesburg | 6352 | A14 | Echo14 | 2 |

**ATTACHMENT D.3**

**DMA – Binghamton, New York**

DISH's local receive facility for the Binghamton, New York designated market area ("DMA") is located at the following address:

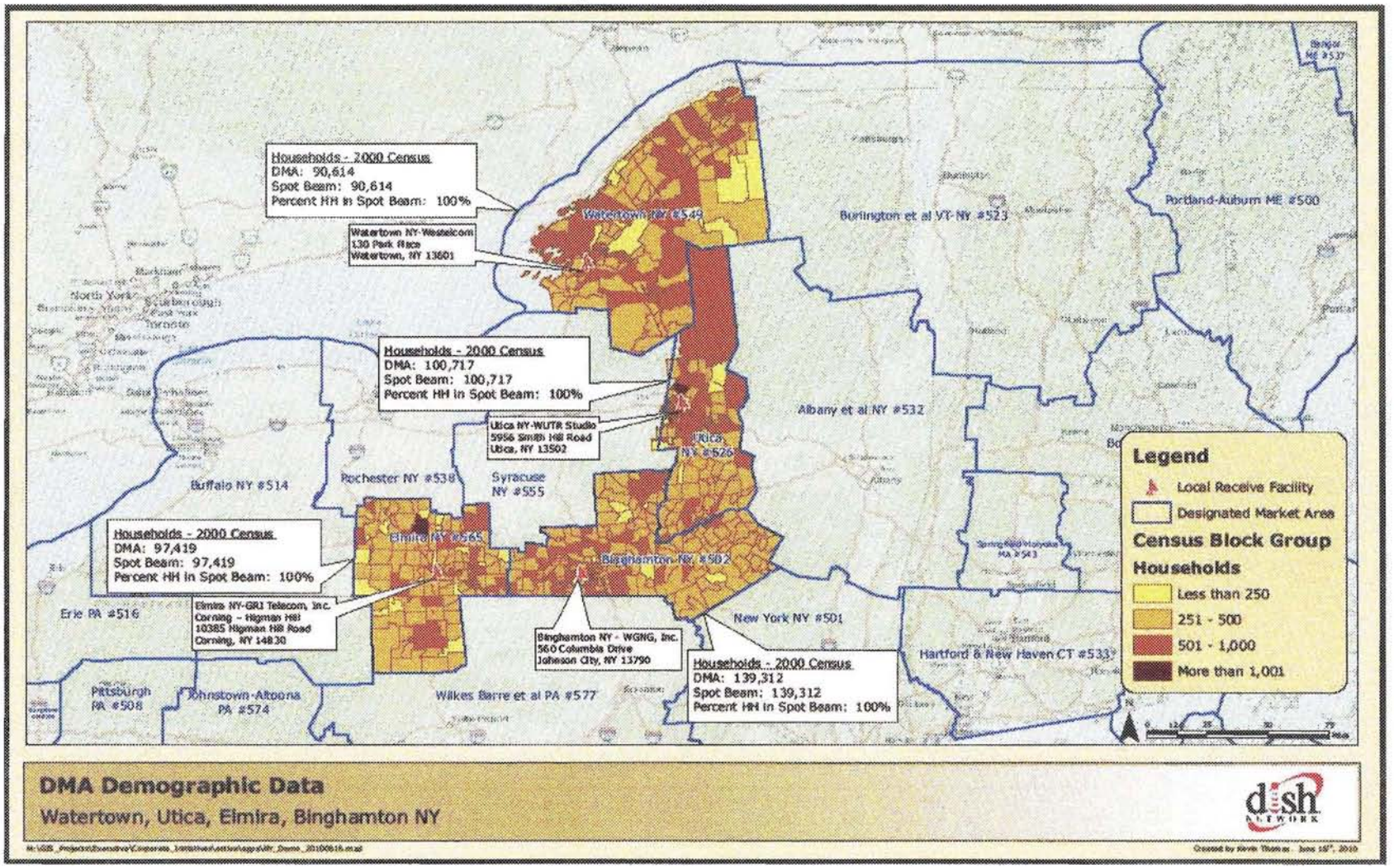
WGNG, Inc.
560 Columbia Dr.
Johnson City, NY 13790

According to the most recent census data released by the U.S. Census Bureau (2000 Census), the Binghamton DMA contains 139,312 households, making it the 157th largest DMA in the country as determined by Nielsen Media Research and published in the 2009-2010 Nielsen Station Index Directory and Nielsen Station Index United States Television Household Estimates.

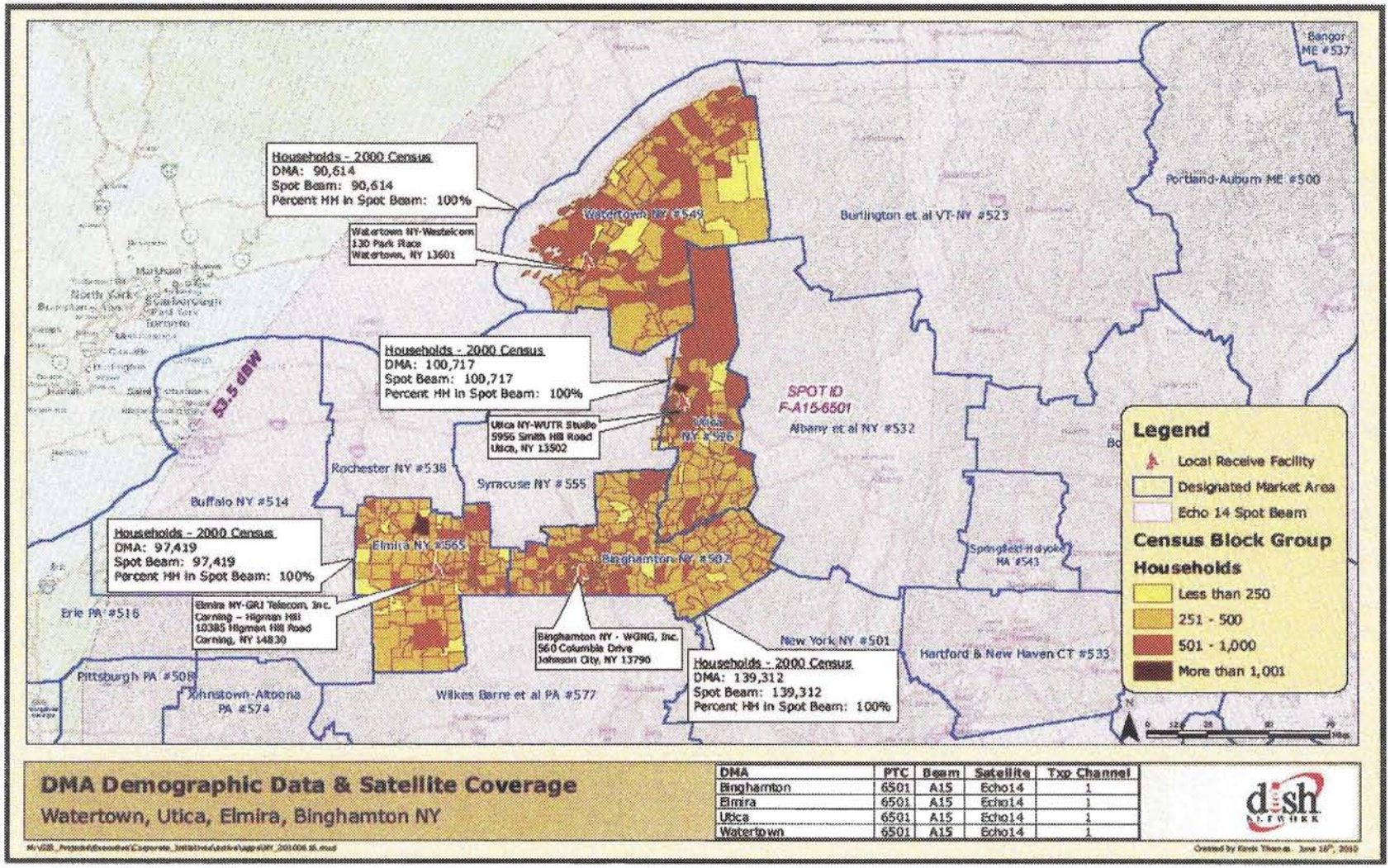
Figure Binghamton 1 is a map showing the geographic distribution of those households within the DMA.

Figure Binghamton 2 is the same map with superimposed effective isotropically radiated power predictions obtained in the satellite manufacturer's prelaunch tests for the EchoStar 14 satellite. These maps show that the contour of spot beam F-A15-6501, as designed, and the geographic area that the beam is designed to cover are predicted to provide a good quality signal (as confirmed by the affidavits of Messrs. Bair and Povenmire) to at least 90 percent – in fact, all 139,312 or 100% – of these households.

# Figure Binghamton 1



# Figure Binghamton 2




**DMA Demographic Data & Satellite Coverage**

Watertown, Utica, Elmira, Binghamton NY

| DMA | PTC | Beam | Satellite | Txp Channel |
|---|---|---|---|---|
| Binghamton | 6501 | A15 | Echo14 | 1 |
| Elmira | 6501 | A15 | Echo14 | 1 |
| Utica | 6501 | A15 | Echo14 | 1 |
| Watertown | 6501 | A15 | Echo14 | 1 |

## ATTACHMENT D.4

### DMA – Bluefield-Beckley-Oak Hill, West Virginia

DISH's local receive facility for the Bluefield-Beckley-Oak Hill, West Virginia designated market area ("DMA") is located at the following address:

WVNS-TV
141 Old Cline Rd.
Ghent, WV 25843

According to the most recent census data released by the U.S. Census Bureau (2000 Census), the Bluefield-Beckley DMA contains 142,695 households, making it the 156th largest DMA in the country as determined by Nielsen Media Research and published in the 2009-2010 Nielsen Station Index Directory and Nielsen Station Index United States Television Household Estimates.

Figure Bluefield 1 is a map showing the geographic distribution of those households within the DMA.

The local stations for the Bluefield-Beckley DMA are carried on a CONUS beam from the EchoStar 8 satellite, operating at the 77° W.L. orbital location. Figure Bluefield 2 superimposes on the DMA map the effective isotropically radiated power predictions obtained in the satellite manufacturer's prelaunch tests for the EchoStar 8 satellite's CONUS beam. As confirmed by the affidavits of Messrs. Bair and Povenmire, this map shows that the contour of the CONUS beam, as designed, and the geographic area that the beam is designed to cover are predicted to provide a good quality signal to at least 90 percent – in fact, all 142,695 or 100% – of these households.

# Figure Bluefield 1

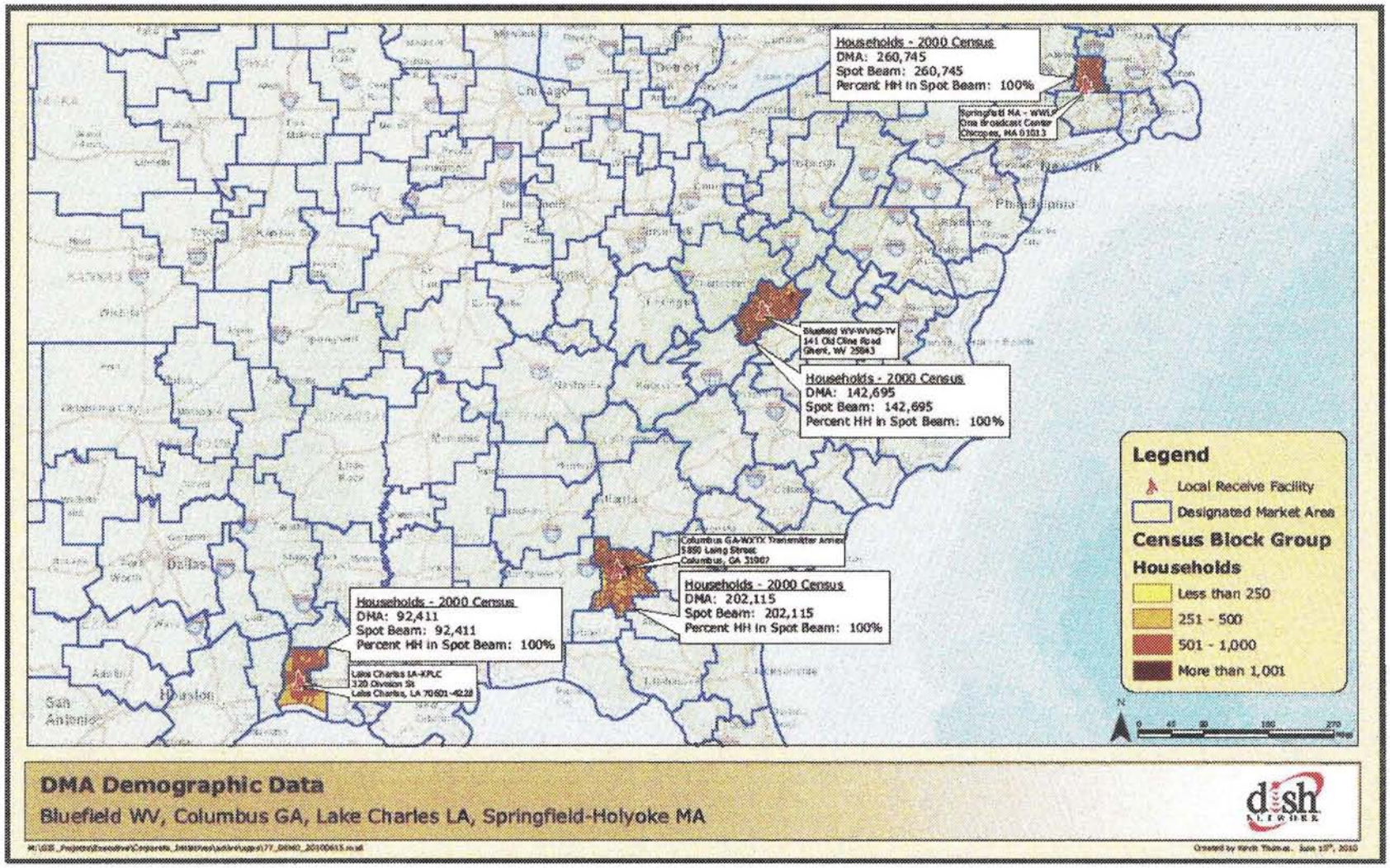
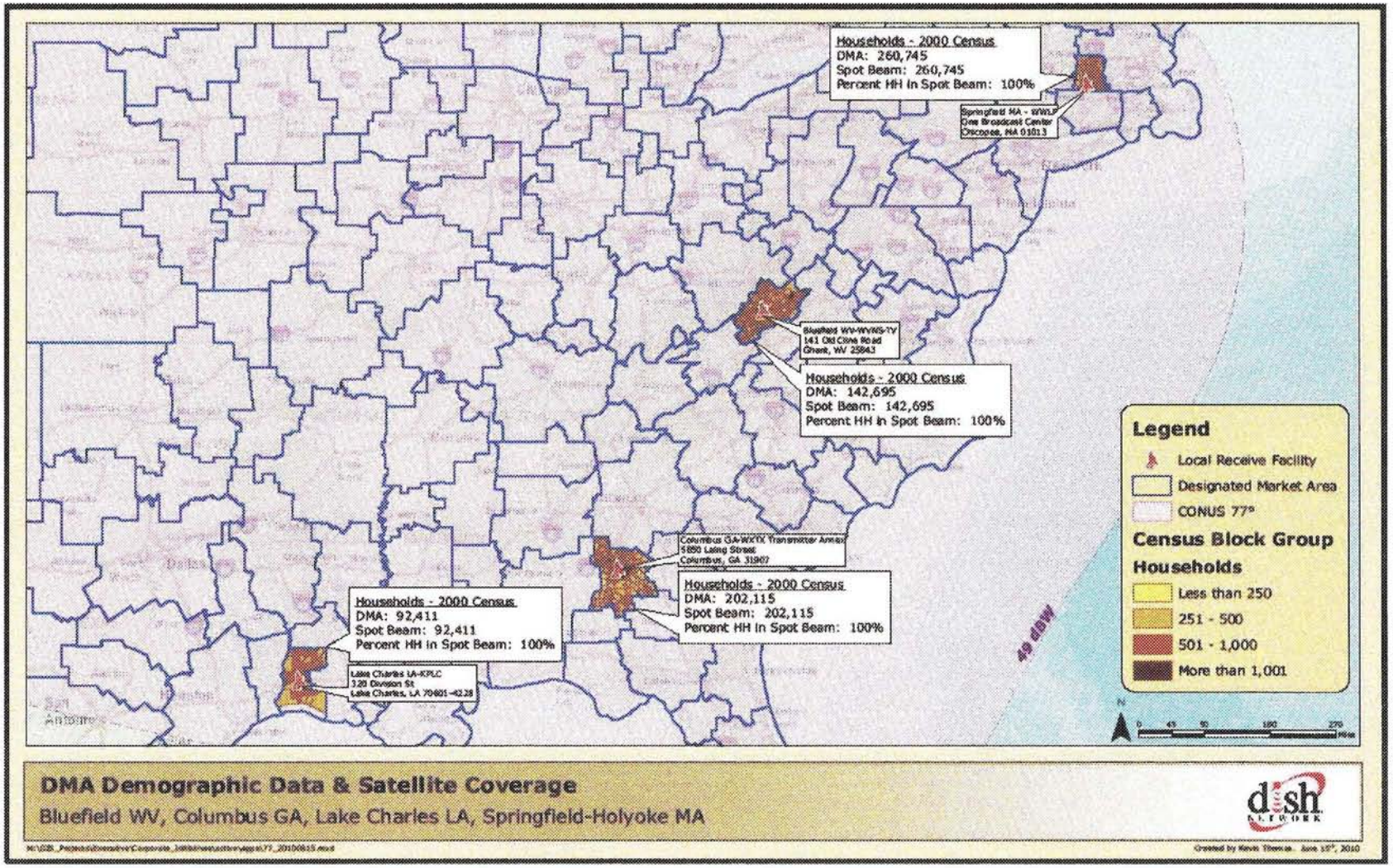


Figure Bluefield 2



## ATTACHMENT D.5

### DMA – Bowling Green, Kentucky

DISH's local receive facility for the Bowling Green, Kentucky designated market area ("DMA") is located at the following address:

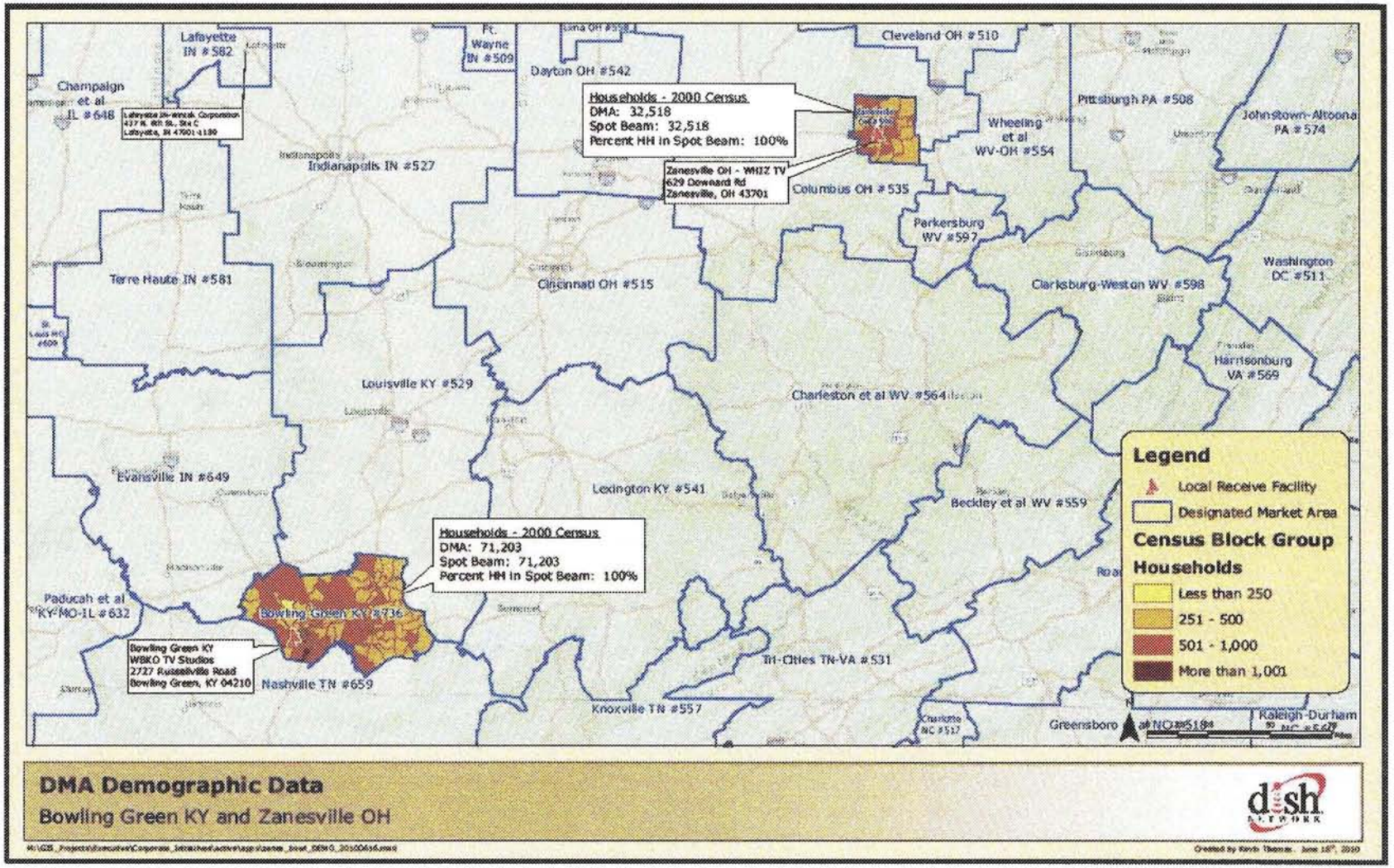
WBKO TV Studios
2727 Russellville Rd.
Bowling Green, KY 04210

According to the most recent census data released by the U.S. Census Bureau (2000 Census), the Bowling Green DMA contains 71,203 households, making it the 182nd largest DMA in the country as determined by Nielsen Media Research and published in the 2009-2010 Nielsen Station Index Directory and Nielsen Station Index United States Television Household Estimates.

Figure Bowling Green 1 is a map showing the geographic distribution of those households within the DMA.

Figure Bowling Green 2 is the same map with superimposed effective isotropically radiated power predictions obtained in the satellite manufacturer's prelaunch tests for the EchoStar 14 satellite. These maps show that the contour of spot beam F-B14-6454, as designed, and the geographic area that the beam is designed to cover are predicted to provide a good quality signal (as confirmed by the affidavits of Messrs. Bair and Povenmire) to at least 90 percent – in fact, all 71,203 or 100% – of these households.

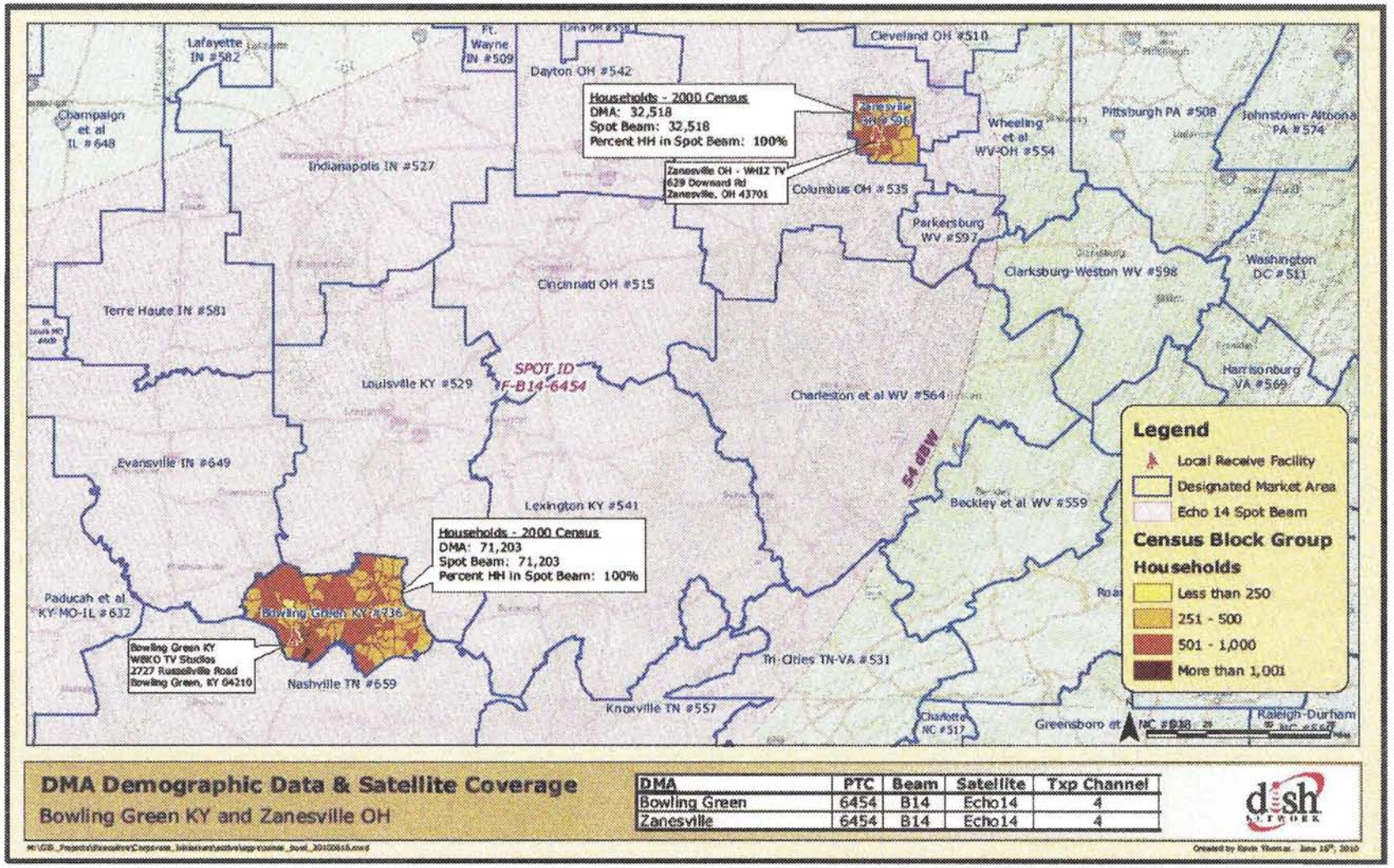
# Figure Bowling Green 1




**DMA Demographic Data**

Bowling Green KY and Zanesville OH

# Figure Bowling Green 2




| DMA | PTC | Beam | Satellite | Txp Channel |
|---|---|---|---|---|
| Bowling Green | 6454 | B14 | Echo14 | 4 |
| Zanesville | 6454 | B14 | Echo14 | 4 |

**ATTACHMENT D.6**

**DMA – Columbus, Georgia**

DISH's local receive facility for the Columbus, Georgia designated market area ("DMA") is located at the following address:

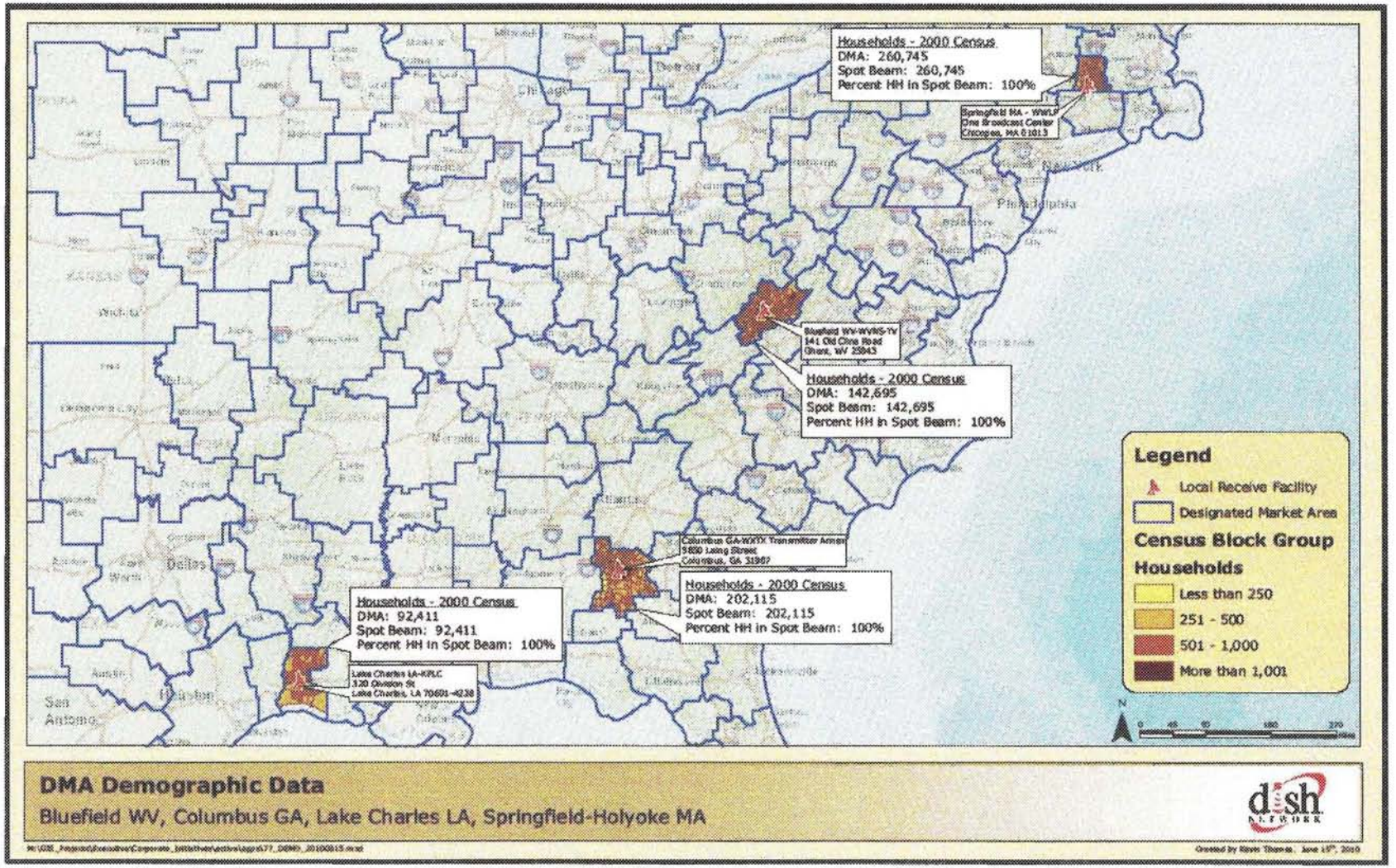
WXTX Transmitter Annex
5850 Laing St.
Columbus, GA 31907

According to the most recent census data released by the U.S. Census Bureau (2000 Census), the Columbus DMA contains 202,115 households, making it the 128th largest DMA in the country as determined by Nielsen Media Research and published in the 2009-2010 Nielsen Station Index Directory and Nielsen Station Index United States Television Household Estimates.

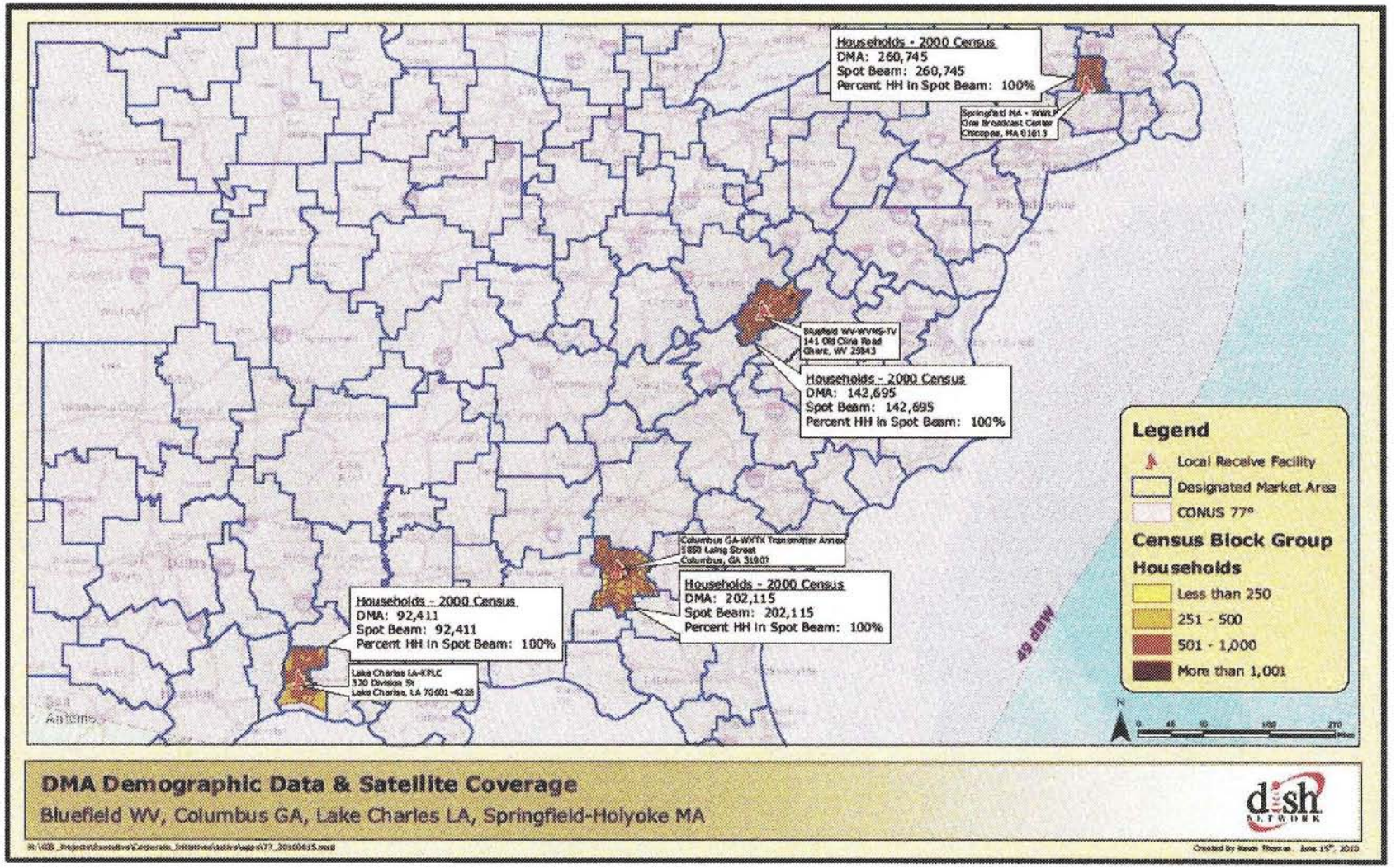
Figure Columbus 1 is a map showing the geographic distribution of those households within the DMA.

The local stations for the Columbus DMA are carried on a CONUS beam from the EchoStar 8 satellite, operating at the 77° W.L. orbital location. Figure Columbus 2 superimposes on the DMA map the effective isotropically radiated power predictions obtained in the satellite manufacturer's prelaunch tests for the EchoStar 8 satellite's CONUS beam. As confirmed by the affidavits of Messrs. Bair and Povenmire, this map shows that the contour of the CONUS beam, as designed, and the geographic area that the beam is designed to cover are predicted to provide a good quality signal to at least 90 percent – in fact, all 202,115 or 100% – of these households.

# Figure Columbus 1



# Figure Columbus 2



**ATTACHMENT D.7**

**DMA – Elmira, New York**

DISH's local receive facility for the Elmira, New York designated market area ("DMA") is located at the following address:

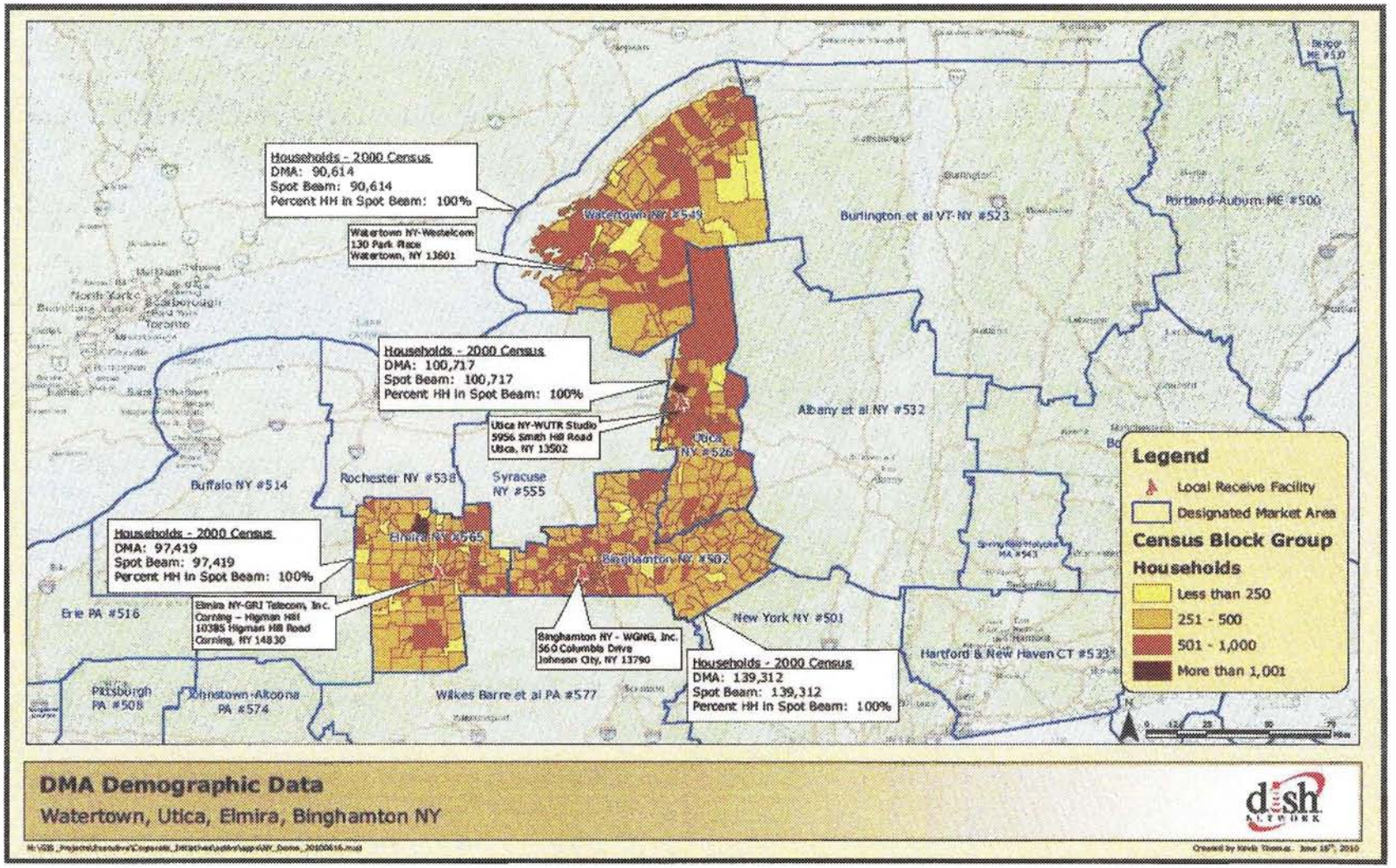
GRI Telecom, Inc.
Corning – Higman Hill
10385 Higman Hill Rd.
Corning, NY 14830

According to the most recent census data released by the U.S. Census Bureau (2000 Census), the Elmira DMA contains 97,419 households, making it the 176th largest DMA in the country as determined by Nielsen Media Research and published in the 2009-2010 Nielsen Station Index Directory and Nielsen Station Index United States Television Household Estimates.

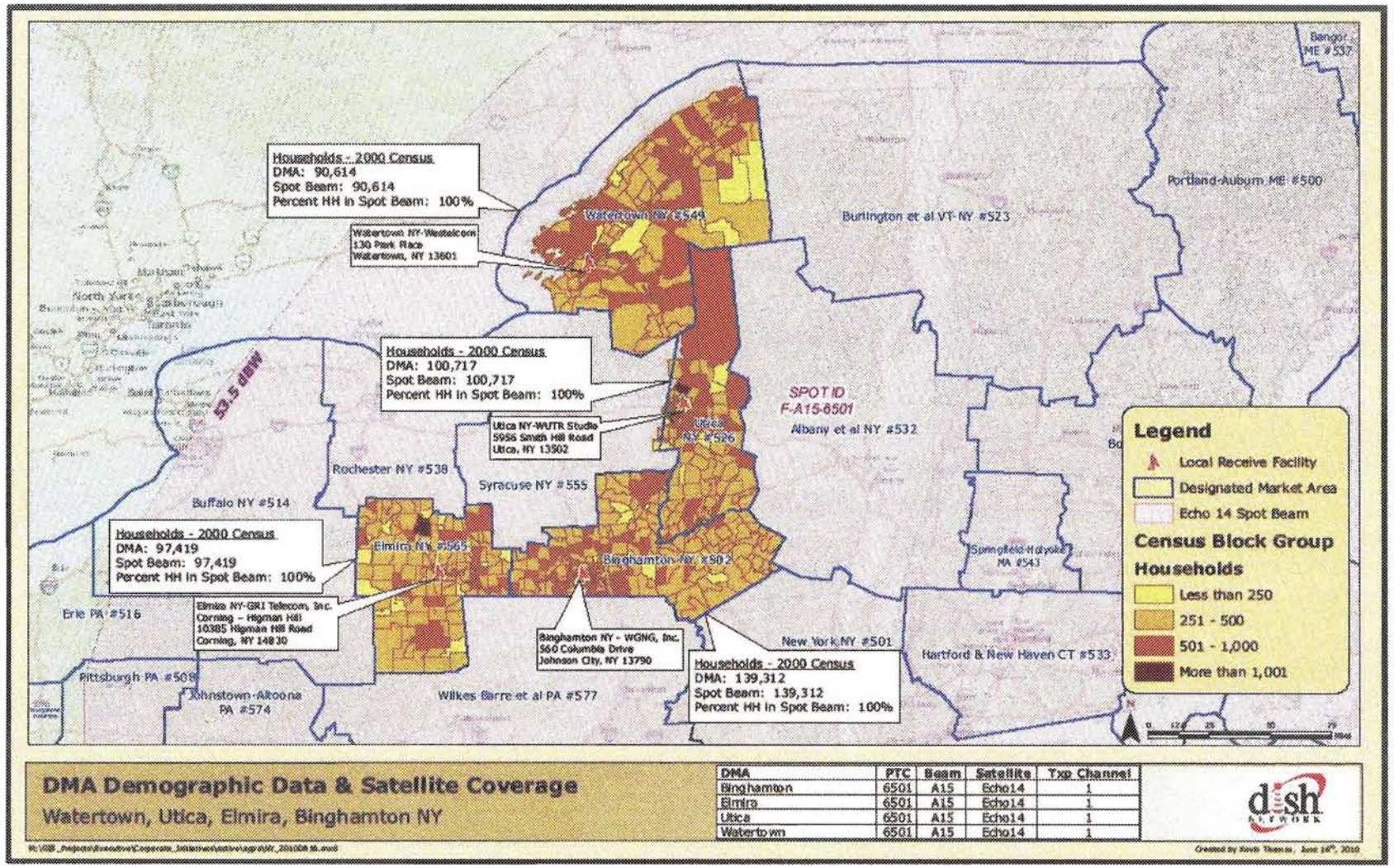
Figure Elmira 1 is a map showing the geographic distribution of those households within the DMA.

Figure Elmira 2 is the same map with superimposed effective isotropically radiated power predictions obtained in the satellite manufacturer's prelaunch tests for the EchoStar 14 satellite. These maps show that the contour of spot beam F-A15-6501, as designed, and the geographic area that the beam is designed to cover are predicted to provide a good quality signal (as confirmed by the affidavits of Messrs. Bair and Povenmire) to at least 90 percent – in fact, all 97,419 or 100% – of these households.

# Figure Elmira 1



# Figure Elmira 2




**DMA Demographic Data & Satellite Coverage**

Watertown, Utica, Elmira, Binghamton NY

| DMA | PTC | Beam | Satellite | Txp Channel |
|---|---|---|---|---|
| Binghamton | 6501 | A15 | Echo14 | 1 |
| Elmira | 6501 | A15 | Echo14 | 1 |
| Utica | 6501 | A15 | Echo14 | 1 |
| Watertown | 6501 | A15 | Echo14 | 1 |

**ATTACHMENT D.8**

**DMA – Eureka, California**

DISH's local receive facility for the Eureka, California designated market area ("DMA") is located at the following address:

Eureka Television Group
Eureka Professional Building
730 7th St., Suite 201
Eureka, CA 95501

According to the most recent census data released by the U.S. Census Bureau (2000 Census), the Eureka DMA contains 60,408 households, making it the 195th largest DMA in the country as determined by Nielsen Media Research and published in the 2009-2010 Nielsen Station Index Directory and Nielsen Station Index United States Television Household Estimates.

Figure Eureka 1 is a map showing the geographic distribution of those households within the DMA.

Figure Eureka 2 is the same map with superimposed effective isotropically radiated power predictions obtained in the satellite manufacturer's prelaunch tests for the EchoStar 14 satellite. These maps show that the contour of spot beam F-B02-6293, as designed, and the geographic area that the beam is designed to cover are predicted to provide a good quality signal (as confirmed by the affidavits of Messrs. Bair and Povenmire) to at least 90 percent – in fact, 56,827 or 94% – of these households. In Figure Eureka 2, any Census Block Group that is not entirely covered by the predicted contour line of the spot beam was assumed to be entirely unserved. Therefore, any households within that Census Block Group were removed from the numerator in the coverage calculation, while still being included in the overall DMA household

count – the denominator in the calculation. Even using this conservative approach, the Eureka DMA exceeds the required 90% coverage threshold.

# Figure Eureka 1