Verizon Wireless is acting like their deals with the big cable companies are inevitable. AT&T's inevitability argument and arrogance in the matter of the AT&T T-Mobile merger suggesting critics concerns didn't matter before regulators had even heard what all sides had to say killed AT&T's "inevitable" merger. Now Verizon is acting like its license transfer and marketing agreements are a sure thing by implementing the marketing agreements before securing regulatory approval. The cross licensing agreements are the bigger deal and they should be heavily scrutinized as part of the license transfer.

Although the FCC has not yet ruled on Verizon's acquisition, the companies are acting like the deal is done. A Verizon-Comcast cross-licensing deal in San Francisco adds digital TV to its standard triple-play offer. AT&T, which offers its wireline U-verse high-speed service in San Francisco, has no comparable offer. Similar deals between Comcast and Verizon are already in place in Portland, Oregon, and Seattle and Spokane, Washington. Verizon and Time Warner have launched a similar bundle in Raleigh, North Caroline, Kansas City, and Columbus and Cincinnati, Ohio. Subscribers can bundle cable services with Verizon Wireless mobile phone service and get the same deal from either the cable company or Verizon

The cable companies are losing subscribers to Verizon Wireless, a joint venture between Verizon Communications Inc. (NYSE: VZ) and Vodafone plc (NASDAQ: VOD) and AT&T Inc. (NYSE: T) both of which offer high speed wireline broadband service in addition to voice and mobile services. And the competition is about to get even keener.

Verizon Wireless' $3.6 billion bid for additional wireless spectrum from SpectrumCo LLC, a joint venture of Comcast, Time Warner Cable, and privately-held Bright House Networks and Cox Communications Inc., is about to change the landscape. The additional spectrum is what the other wireless carriers and the Federal Communications Commission are examining with a fine-toothed comb, but the cross-licensing agreements that give Verizon and Comcast and Time Warner Cable the ability to sell each other's products are, perhaps, the bigger deal.