

Verizon Communications Inc., the cellular carrier's majority owner, operates a fiber-optic network called FiOS that competes with cable companies to provide broadband Internet, television and phone service. Under the cross-marketing deal unveiled in December, some Verizon Wireless stores have begun to offer rival services from Comcast Corp., Time Warner Cable and other cable companies.

So far the cross marketing deals between Verizon Wireless and the cable companies ("cable cartel") have only been put into effect in areas where Verizon Wireless parent company Verizon Communications does not offer its FIOS, though the companies say the plan is to expand it into Verizon territory. Consumer advocates and some congressmen worry that Verizon and the cable companies have declared a "truce" and agreed to divide up the market.