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AT&T and DirecTV are two of only four options most households in the US have television beyond what is available from their local broadcast stations - Dish Network and traditional cable being the other two. Allowing gem to merge will hurt access to this additional programming, further stifle competition, and give one company substantial influence over the information available to the public.

Further DirecTV has been an industry leader in adding services for their customers since it's inception. While the corporation currently known as AT&T has been somewhat innovative in its television services, it continues to roll out services derived from industry leaders. Due to the size and a broader scope of AT&T, this would not be a merger of equals, mind would likely slow or stop DirecTV's ability to innovate.