



Since 1911, the New Jersey State Chamber of Commerce (“State Chamber”) has been recognized as the independent voice of business in New Jersey. Our members provide jobs for over a million people in New Jersey. As one of our founding principles, the State Chamber continues to work towards streamlining the regulatory process while striving to maintain the economic vitality of our members.

The State Chamber supports the AT&T/DIRECTV merger. The merger will unite two companies with uniquely complementary assets to create a strong national competitor that delivers consumers an unparalleled combination of broadband, video, and wireless services and that will compete more effectively in a dynamic and rapidly changing marketplace.

The combined AT&T and DIRECTV will be able to offer new and better service bundles creating a stronger competitor to the cable bundle. Additionally, by uniting AT&T’s wireline and wireless broadband infrastructure and DIRECTV’s nationwide video service under common ownership, the combined company will be able to bundle broadband and video (as well as wireless) services in ways that it could not without the transaction, and it will do so in many areas where cable incumbents are currently the only bundled service providers.

Because the products and assets of the merging companies are primarily complementary, economic theory predicts that this transaction will put strong downward pressure on the prices for the combined company’s bundled products. That, in turn, will trigger competitive responses from competing cable providers, to the further benefit of consumers.

Finally, we also understand that AT&T will adhere to the Commission’s Open Internet protections established in 2010 for three years after closing, regardless of whether the Commission re-establishes such protections for other industry participants.

We appreciate the opportunity to provide our input and views and urges the FCC to approve the merger.