

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Dear Chairman Powell:

I wanted to show my support to the proposed merger of Echostar and DirectTV.

The proposed merger would allow Echostar to provide millions of Americans with access to their local network affiliates. This in turn would bring more advertising revenue into the local affiliates. Not only would this increase revenue for the network affiliates, but it would also provide more exposure to small, local businesses. As more people go to their local businesses, more currency will be pumped into local economies. The more goods sold, the more sales taxes collected. If the merger is allowed to pass, it will greatly help local businesses as well as local and state governments.

Another great benefit of the merger would be the ability of Echostar to provide broadband internet access to millions of Americans who currently have no access to this service. It simply is not fair to citizens of rural communities to not have access to broadband services merely because of their locations. We live in a country where all citizens should have equal rights. Is it truly fair to deny rural communities of benefits that are easily accessible to more populated areas? It truly is sad that local cable and telephone companies do not attempt to provide those services to rural communities merely because their market sizes are not large enough to generate substantial revenue for those companies.

Furthermore, many citizens have no other viable option for broadband services other than local cable and telephone companies. Without competition in those markets, local providers are able to charge whatever they please for the service and have absolutely no reason to improve their service. In effect, citizens who want broadband services have no option other than paying overly inflated prices for a substandard product. If the proposed merger is passed, it would bring competition to the broadband field. Not only would this bring lower prices for broadband consumers, but it would also ensure that their providers work diligently to improve their service. Shouldn't everyone be entitled to have more options, better service, and lower prices?

But, still, there are even more benefits of the proposed merger. DBS services are already digitally formatted with MPEG compression. This means that the quality of services provided are already the highest in the industry. But, the extra bandwidth would allow Echostar to provide High Definition programming to every consumer in the country. Even with the increased demand programming in the HD format, the vast majority of cable providers have made no attempt to provide the service to consumers. With increased HD programming, more consumers would be willing to spend their money on HD equipment. Once again, as consumers spend more, local and state governments generate more capital from sales taxes.

In summary, a merger would provide more options and better service to consumers while also generating more revenue for local network affiliates, local businesses, and local and state governments. It would allow broadband services to be made available in markets that have no realistic chance of receiving those services anytime in the near future. As more revenue comes to local businesses, more jobs will be made available. That, in turn, would bring even more money into local economies.

Hopefully, the goal of our elected officials is to stimulate our slacking economy. Allowing the merger of Echostar and DirectTV would be a great starting point in the battle to save our economy. More options, better service, and lower prices will benefit all consumers in our country. Access to local

networks in all markets will bring increased revenue to local affiliates while also bringing more consumers to the small local businesses that are in the greatest danger during our economic crisis. Increased spending generates more capital, in the form of sales tax, to local and state governments.

I sincerely hope that you

Sincerely,

Paul Gilliam  
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