

Presents...

The Takeover Times

Brought to you this week by...

Rural Cellular Association



Takeover Toplines:

Our view: AT&T, T-mobile pose problems

Editorial
USA Today

AT&T's T-Mobile Deal May Hurt Competition, Senators Say

By Jeff Bliss and Todd Shields
Bloomberg

In AT&T & T-Mobile Merger, Everybody Loses

By Om Malik
GigaOm

Not so fast, Ma Bell

The Economist

T-Mobile, AT&T drop in consumer satisfaction as Sprint and Verizon rise to the top

By Ricardo Bilton
ZDNet

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Stories from the NTP

There's no sense in bringing a gun to a knife fight. So in an effort to even the playing field, our friends at Public Knowledge recently concluded a week long campaign to match fire with fire... sort of.

It has been estimated that AT&T will spend \$3,166 every hour to try to push this merger through by lobbying the Hill like it's going out of style.

PK hit the same mark... albeit with five days of hard work via a 'Lobbying Match Challenge' from their website, publicknowledge.org.

But at the end of the day, AT&T's deep pockets can only take them so far, just so long as the NoTakeOver Project still has common sense, economic data, and Gigi Sohn on their side.

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Angry T-Mobile Customer-of-the-Week

The moment I heard AT&T was planning on buying T-Mobile I was immediately upset. I chose T-Mobile for several reasons, all of which are moot if T-Mobile is subsumed by the Ma Bell behemoth: more affordable plans than the competition; superior customer service; and less of my money being spent on Washington lobbyists (that was a consideration, I kid you not).

Everyone knows about AT&T's problems with customer service, but I went with T-Mobile in part because of their "award winning" customer service. Their plans (particularly their family plans) cost less than comparable ones from AT&T. And even those of us outside the beltway know AT&T is a huge heavyweight in Washington.

The deal is horrible. How is eliminating a competitor ever good for consumers? Will it lead to more plan choices? Lower costs? Better customer service? I don't think so. Instead, I think it will lead to stifled innovation and a larger wave of consolidation that leaves us all with far fewer options. Maybe AT&T thinks I should be happy about this, but as a longtime T-Mobile customer, I'm simply pissed off.

Ben Byrne,
Albuquerque, New Mexico

**NOTAKEOVER
PROJECT**

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Your Next Week Takeover Forecast

HEARING: "How Will the Proposed
Merger Between AT&T and T-Mobile
Affect Wireless Telecommunications
Competition?"

**House Committee on the
Judiciary:** Subcommittee on
Intellectual Property, Competition and
the Internet

Thursday 5/26/2011 - 10:30 a.m.
2141 Rayburn House Office Building

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And now, a word from this week's sponsor:



Rural Cellular Association

Do you value your freedom of choice?

Should you be able to choose the wireless service provider that best meets your needs and desires at a competitive price?

Do you want access to the latest, most innovative handset devices?

RCA opposes AT&T's proposed takeover of T-Mobile, and if you answered "yes" to any of the above questions, you should too!

AT&T's takeover of T-Mobile would dramatically accelerate the industry's current consolidation march towards a duopoly, with potentially irrecoverable impacts on consumers and competitive carriers across the nation. Competitive carriers have provided important wireless services to communities and subscribers for years. This takeover, if allowed, would cement in place a duopoly – leading to price increases, stifled innovation, and device and network upgrade stagnation. Competitive carriers would lose a national carrier and would be forced to negotiate with one or at most two choices to provide their customers with nationwide roaming access wherever they travel.

An AT&T acquisition of T-Mobile would do nothing for rural America, and it should be stopped. Consumers deserve better, competitive carriers deserve better, and it is time for the Department of Justice and the FCC to take action to prevent a takeover that would negatively impact the wireless ecosystem forever.