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Analyst:

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Dish Network beats DirecTV on Q3 additions, handily

Issue: Dish Network ended a long quarterly losing streak to DirecTV in Q3 '09, adding 241,000 net new subscribers, compared to DirecTV's gain of 136,000.

Background: Dish has been taking it on the chin, falling behind DirecTV in net additions over the past two years. The last time Dish added more subscribers than DirecTV was way back in Q2 '07 (170,000 to 128,000). Over the next eight quarters, ending in Q2 '09, Dish gained just 15,000 subscribers, while DirecTV added an astonishing 2.06 million subscribers. Dish reversed the trend in Q3 '09, attributing the turnaround to better relationships with retailers and improving customer service.

Implications: Dish has been more aggressive in the tone of its advertising against DirecTV. And its lower-priced service also appears to be resonating, again, with consumers in a down economy. From a strategic viewpoint, it's interesting to note that although it's an arch foe to cable, Dish lacks marketing alliances with the Big 3 telcos, meaning Dish may have reason to favor cable over DirecTV-connected telcos as a provider of broadband service.



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ABOUT THE AUTHOR

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Matt Stump has been analyzing the media and entertainment industries for 29 years. He served as a reporter and editor for *Broadcasting*, *Cable World*, *On Demand* and *Multichannel News* magazines from 1980–2006. He joined One Touch Intelligence as VP, Communications Industry Intelligence in May 2006, and developed the ONETRAK® service that launched in October 2006. He monitors the competitive media and entertainment landscape on a daily basis for OTI and serves as primary writer for the company's TELCOTRAK service. Stump is a frequent moderator at industry events and has been quoted in major national newspaper and broadcast outlets.

ABOUT DBSTRAK

DBSTRAK is a comprehensive intelligence service that allows companies to make informed decisions based on thorough monitoring, reporting and analysis of the business activities of DirecTV and DISH Network.

DBSTRAK is produced by the One Touch Intelligence team of industry analysts who have been conducting research and writing about the satellite television industry since its inception. Including a weekly news bulletin, a detailed analytical monthly report, selected news alerts and optional analyst briefings, the service offers a single point of reference for critical business intelligence about a major competitive category.

ABOUT ONE TOUCH INTELLIGENCE

One Touch Intelligence is the leading provider of managed market intelligence solutions for the Communications Industry. Headquartered in Denver, Colorado, with a combined staff experience of over 100 years in the Communications Industry, One Touch Intelligence works in partnership with our clients to develop custom designed intelligence solutions with a key focus on competitor activities and emerging opportunities.

Our clients include industry leaders in the Cable, Programming and Equipment sectors. Armed with One Touch Intelligence, our clients have realized tangible benefits including an increase in corporate knowledge across the enterprise, reduction of information management costs, and overall improvement of the decision making process across various lines of business.

At One Touch Intelligence, our daily focus is on helping you to increase your overall "Speed of Knowing." Our business solutions will help you navigate through a marketplace flooded by minuscule bits of information and a steady stream of ever-changing data points. The intelligence you need now is just One Touch away. Visit us online at www.onetouchintelligence.com.

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