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## The Direct TV Versus Dish Network Dilemma

By James Croydon

Eenie meenie, miney mo – to which satellite TV service shall I go? Choosing between Direct TV (it is really called Directv) and the Dish Network is like deciding which political party is more corrupt than the other. It is all a matter of your perception of the programming and preference. Is one really better than the other? Not really. They even have similar marketing promotions like a free satellite TV system when you purchase their satellite TV receiver or buy a certain programming package.

If you go by the number of customers alone, Directv would be the outstanding choice. However, that is not necessarily true. They just have a lot more money to spend on advertising. How about price? Should you go by price alone to decide on a satellite dish network or a Direct satellite TV? The answer is no. Each of these satellite TV providers offers something a little different, which could make or break the choice, depending on preference. There is that pesky 'preference' thing again!

First of all, let us look at what they both have in common. Both companies present similar deals like free installation or a free satellite TV system. When it comes to movie and local television programming, the pricing is practically the same. Both the Dish Network and Direct TV offer DVR or digital video recording. With your Direct satellite TV however, you could upgrade to the Directv Tivo option for a nominal fee.

The differentiation is in the programming offered to subscribers. If you are aiming for a more international flavor, then the Dish Network would be your best bet. They have networks available in foreign markets that are broadcast in a variety of languages. So if you have transplanted yourself in the United States from somewhere else, chances are you might be able to catch the news and other shows from your homeland. Direct TV does have some foreign programming, mostly on the movie channels, but not the scope that the Dish Network offers.

Now, Directv subscribers have a plethora of options when it comes to American sports. Football, baseball, hockey, NASCAR ... these are important to sports fans. When the major sports have play-offs like the NFL or NBA, you can count on those rabid sports fans purchasing a 'pass' which buys a whole block of games. The Dish Network does offer sports, but they are more global in their choices. You will likely find rugby, lacrosse and soccer just as much as the football or baseball. They just don't have as

much of a selection. So, if sports are your thing, then going for a Directv dish and satellite system is the best choice for you.

Now you have a perspective from both sides of the two major satellite TV service providers. Both offer similar programming. It is choosing the little things that will influence your decision. Think about the Directv Tivo option. Think about the future possibility of Directv HDTV. If having these things in the future is important, then perhaps your mind is already made up, unlike that decision about which political party is more corrupt ...

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### **High Definition Television – Who Has The Lead In The Satellite TV Market?**

**By James Croydon**

Directv HDTV versus the high definition option through your satellite dish network. Which do you go with? In many ways, Direct TV and the Dish Network are comparable like with similar programming and similar pricing structures. But who offers the best service and quality in high definition television? First of all, let's find out exactly what high definition television (aka HDTV) is and if you would even want that option in your TV satellite dish system.

Clarity is what most people think of when they think of HDTV. The picture quality is outstanding and many people have exclaimed that it is like they walked right into the TV, as if it was part of our world. The picture on the screen is so life-like; you could almost feel that sun on the TV shining on you or could almost feel the blades of grass beneath your feet as if you were in the TV show yourself. The sound that accompanies the high definition picture is also very life-like. It is digital sound, not analog, so it is almost like having your CD player inside your TV.

Both the Directv HDTV and the one that the Dish Network offers are similar. The clarity of the picture is about ten times better than an analog broadcast. The format of the shows and movies you watch through the HDTV programming is a wide screen format, much like what you experience at a movie theater. The audio feed of the programming you watch via HDTV is digital – that means, it is crisp and clear.

The difference between the Directv HDTV and the Dish Network's version is a matter of programming.

## The Direct TV Versus Dish Network Dilemma

Depending on what you are looking for in satellite TV's programming will influence your choice of these two rivals. So, let's do a quick comparison of the two. The Dish Network offers a few more channels in high definition TV than does Direct TV. Several movies channels and news channels are in HDTV as are a few sports channels and pay per view movies. In other programming offerings, they are more global, offering extra foreign markets.

Directv HDTV does not have quite a many HDTV channels, but if you are a sports fan, the Directv option may be the best bet for you. While the Dish Network's HDTV programming does offer some sports, your Direct satellite TV in high definition has more sports options, including the NFL Sunday Ticket, the Holy Grail for the football fanatic. Football widows despised the day that HDTV came out, that is for sure! Not only does the Directv HDTV have great sport coverage, it also has a few major networks that Dish Network does not have like Fox and NBC.

So, if the sports thing is not for you and you appreciate the more international flavor the Dish Network has to offer in regards to high definition TV, then they are the logical choice. However, if the sports are a major selling point for you, then the Directv HDTV is the way you should go.

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