SALES GUIDE

Effective 1.17.21-5.15.21



ENTERTAIN MORE.



Save big and boost business with DIRECTV

NEW OFFER HIGHLIGHTS



Simplified Base Package Offers

12- and 24-month promotional discounts for ALL base packages, including **COMMERCIAL CHOICE® PLUS**.

▶ See pages 6, 7 & 11



Drive Savings with Auto Bill Pay

Savings INCREASED to \$20/mo. on all base packages.

► See pages 6, 7 & 11



Streamline the Customer Experience

The 1st TV Access Fee is on us for 24 MONTHS for all view types.

▶ See pages 2, 6, 7 & 11



Give Customers the BEST SPORTS VALUE for \$99.99/mo. With BUSINESS XTRA PACK,

COMMERCIAL XTRA™ PACK & COMERCIAL MÁS ULTRA™ PACK

▶ See page 2

All offers valid with qualifying packages and 24-month agreement. See offer grids for package requirements

PRODUCED BY DIRECTY MARKETING DEPARTMENT. NOT FOR PUBLICATION OR CUSTOMER DISTRIBUTION.

Programming, pricing, terms and conditions subject to change at any time. For assistance with understanding packages, offers or benefits of DIRECTY, contact Retail Services at 1.800.323.1994.

The Ultimate Sports Value for \$99.99/mo.

Give your customers the best sports package that beats the competition.

COMMERCIAL XTRA™ PACK For Bars & Restaurants

The ultimate package for sports, news and entertainment, with even more premium channels to delight customers, includes ESPN, FOX Sports, PLUS all Regional Sports Networks.

Access to over 185 Channels Plus Regional Sport Networks**

MO.

Plus taxes. For 12 mos. w/24-mo. agmt. after Auto Bill Pay discount. **Regional Sports Network Fee of \$15/mo. is not charged in certain markets.



INCLUDES

First TV Access Fee on Us for 24 Months \$360 Value



INCLUDES

Up to 4 HD Receivers and Standard Professional Installation



2021 NFL SUNDAY TICKET EARLY BIRD NOW AVAILABLE

SEE PAGE 13 FOR FULL PRICING

COMERCIAL MÁS ULTRA™ PACK

For Bars & Restaurants looking for the best in Spanish-language programming

The best in sports, regional news and entertainment, with top-rated Spanish-language channels and essential English sports channels, providing even more soccer coverage.

Access to over 150 Channels

99⁹⁹_{MO.}

Plus taxes. For 24 mos. w/24-mo. agmt. after Auto Bill Pay discount."



INCLUDES

1TV Access Fee on Us for 24 Months 🙂 \$360 value



INCLUDES

Up to 4 HD Receivers and Standard Professional Installation



2021 NFL SUNDAY TICKET EARLY BIRD NOW AVAILABLE

SEE PAGE 13 FOR FULL PRICING

BUSINESS XTRA PACK For Shops & Services

Our most popular package for sports, news and entertainment for customers and employees includes 2021 NFL SUNDAY TICKET at no extra cost, PLUS Regional Sports Networks.

Access to over 155 Channels Plus Regional Sport Networks*

Plus taxes. For 24 mos. w/24-mo. agmt. after Auto Bill Pay discount.* **Regional Sports Network Fee of \$6/mo. is not charged in certain markets



1TV Access Fee on Us For 24 Months \$168 value



INCLUDES

Up to 4 HD Receivers and Standard Professional Installation



2021 NFL SUNDAY TICKET **INCLUDED AT NO EXTRA COST**

NFL SUNDAY TICKET subscription renews automatically each season at then-prevailing rate (currently \$785/Business Viewing and \$650/Private Viewing) unless canceled or changed by customer prior to the start of the season.

NEW AND IMPROVED MUSIC & MESSAGING SOLUTION!



GET MUSIC CHOICE® for \$29.99/mo. for 24 months

After 24 mos., service automatically continues at then-prevailing rate (currently \$39.99/mo.) unless changed/canceled.

 More music channels PLUS enhanced Music Choice® feature that now allows you to control music genres throughout the day, as well as audio recordings to promote your business.

Features include:



84 commercial-free channels delivered via satellite



Over 150 app-based channels available at your fingertips



Advanced messaging and customization

*ALL DIRECTV OFFERS REQUIRE 24-MO. TV AGREEMENT. EARLY CANCELLATION FEE OF UP TO \$20/MO. FOR EACH MONTH REMAINING ON AGMT, AND ADD'L FEES APPLY. Price is after a \$20/mo. Auto Bill Pay discount for 24 mos. New approved commercial customers only. Credit card req'd (except MA & PA). Regional Sports Network (RSN) Fee applies in certain markets.

Undisputed Leader in Sports

All live out-of-market games every Sunday in HD1





Get the biggest selection of **live NFL games** available anywhere, only from DIRECTV.

Draw in more football fans by showing every live out-of-market Sunday game. Now, patrons can watch all of their favorite teams, no matter where they live.



RED ZONE CHANNEL®

Never miss a scoring play inside the 20. Get all the final stats in HD. Ch. 703.

Only available in HD.



EXCLUSIVE DIRECTV FANTASY ZONE® CHANNEL

Get real-time stats and player scoring from around the league on one channel. Ch. 704. Only available in HD.

If you love sports, you've got to get DIRECTV



ESPN College Extra

 Catch the most live events featuring matchups from top conferences, including college football, basketball, baseball and more!² Blackout rules and other conditions apply to all sports programming. Games telecast locally may not be included in ESPN College Extra.



Score midweek business with MLB EXTRA INNINGS®

- Up to 90 out-of-market MLB games a week²
- Up to 98% of these games available in HD¹
- Game Mix—preview up to eight games at the same time, live on your TV³ Only available in HD.
- In-market games are shown on local channels or Regional Sports Networks (RSN)



Courtside seats to the most live NBA action

 Up to 40 live out-of-market games a week² with 99% available in HD¹



Your customers get all the shots they can handle with NHL® CENTER ICE®

Get live out-of-market regular season games

Position and win with the Profit Calculator!

Calculate and show customers how much revenue and profit they can make. Access from myCSP or the DIRECTVMVP.com website.

Leverage more business with PPV Events

Give your business an added edge with exclusive live events like PGA Tour, UFC, FIFA Soccer, boxing and more!

See myCSP for upcoming event details.















Tools to Help Customers Take Control

Drive your customer's business with exclusive marketing tools



The DIRECTV MVP Marketing Program offers turnkey solutions to build customer awareness. A variety of tools helps differentiate your customer's business by promoting the features and benefits of DIRECTV.

DIRECTVMVP.com—Customized Advertising & Merchandise Site

Brand your customer's business a DIRECTV® Sports Headquarters!

- Customizable advertising and on-premise materials, including banners, posters, coasters and more
- Bar and restaurant customers receive 225 credits at activation and can accrue extra credits by adding more sports packages
- All premium sports packages range in credits from 150–250
- Use credits to order marketing merchandise for your business!

"My MVP" section dedicated to your customers!

- Update their Sports Bar Finder App profile
- Track merchandise transactions
- View available credits and active sports subscriptions
- Update the customizable calendar and manage sports-team preferences



Sports Bar Finder App^a

This convenient app, available for iPhone® and Android,™ helps patrons find a sports bar that offers the game they are looking for! Sports bars can update their business profiles on **DIRECTYMVP.com**, providing patrons with the most up-to-date events, information and photos. Patrons can now see Yelp ratings, customer reviews and more.*

*Must subscribe to ESPN or any one premium sports package to be listed on the Sports Bar Finder app.



Weekly Sports Schedules

Customers get access to the latest matchups and programming on DIRECTV so they can drive traffic with the most popular sporting events and shows. Available via email or on the DIRECTVMVP.com site.



DIRECTV for BUSINESS[™] Remote App—available for both iOS and Android[™]! For Public, Business and Private Viewing customers



The DIRECTV for BUSINESS™ Remote App gives customers control of all their DIRECTV® Receivers!^^

- Quickly identify receivers with custom names
- See what's playing on all your TVs from one screen
- Channel surf using the DIRECTV programming guide
- View all current and upcoming sports schedules
- Group receivers in order to control multiple TVs at once
- Requirements:
 - ✓ Internet connectivity (wireless router and DIRECTV Ethernet to coax adapter)



Download the app from the Apple® App Store or Google Play Store.

Register your DIRECTV business account on directv.com/register. In the "Enter your last name" field, enter your business name exactly as it appears on your DIRECTV account. The email address and password you provided will be used to activate your DIRECTV for BUSINESS™ Tablet App.

Business Types and Eligibility

PUBLIC VIEWING: BARS, LOUNGES, RESTAURANTS, CASINOS, COFFEE SHOPS



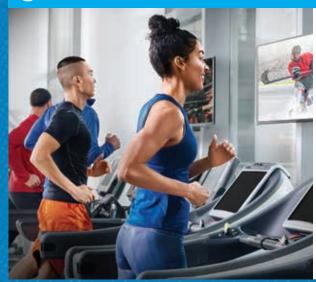
WHY DIRECTV? TURN CUSTOMERS INTO REGULARS

DIRECTV encourages customers to come for the best in sports and stay for the food and dynamic environment.

QUALIFICATIONS FOR ELIGIBILITY

- Television viewing accessible to the general public
- Main source of revenue from the sale of food and beverages for immediate consumption
- No admission fee

BUSINESS VIEWING: AUTO SHOPS, HEALTH CLUBS, BANKS, SALONS, WAITING AREAS



WHY DIRECTV? HELP REDUCE PERCEIVED WAIT TIMES

DIRECTV helps keep current customers entertained and attract new customers.

QUALIFICATIONS FOR ELIGIBILITY

- Television viewing accessible to the general public
- Main source of revenue from the sale of goods, services and experiences

PRIVATE VIEWING: PRIVATE OFFICES, CONFERENCE ROOMS, EMPLOYEE BREAK ROOMS



WHY DIRECTV?

KEEP EMPLOYEES CONNECTED

Improve customer and employee satisfaction.

DIRECTV offers a level of comfort while working and a way to relax during breaks.

QUALIFICATIONS FOR ELIGIBILITY

Television viewing accessible only to employees

Public Viewing Packages For ALL Bar & Restaurant Customers

BUSINESS SELECT™ PACK Over 95 Channels

COMMERCIAL **ENTERTAINMENT PACK** Over 105 Channels, Including

ESPN & ESPN2



COMMERCIAL XTRA[™] PACK

Over **185** Channels **PLUS** Regional Sports Networks*

COMMERCIAL CHOICE® PLUS

Over 135 Channels **PLUS** Regional Sports Networks*

RETAIL PRICE

(Customer rolls to the then-current retail rate after

\$**74**99 + TAX

\$114<u>99</u> + TAX

**Regional Sports Network Fee is not charged in certain markets.

*Regional Sports Network Fee is not charged in certain markets.

-\$5/mo.: For 24 mos. **-\$20/mo.:** For 24 mos. w/Auto Bill Pay.

-\$10/mo.: For 24 mos. **-\$20/mo.:** For 24 mos. w/Auto Bill Pay.

-\$40/mo.: For 24 mos. **-\$20/mo.:** For 24 mos. w/Auto Bill Pay.

-\$50/mo.: For 24 mos. -\$20/mo.: For 24 mos. w/Auto Bill Pay.

12-MONTH PROMOTIONAL **-\$15/mo.:** For 12 mos. -\$20/mo.: For 24 mos. w/Auto Bill Pay.

Plus taxes. For 12 mos. w/ 24-mo. agmt after Auto Bill Pay discount.*

-\$20/mo.: For 12 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay.

Plus taxes. For 12 mos. w/ 24-mo. agmt after Auto Bill Pay discount.*

OR

-\$70/mo.: For 12 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay.

Plus taxes. For 12 mos. w/ 24-mo. agmt after Auto Bill Pay discount.*

OR

-\$100/mo.: For 12 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay.

Plus taxes. For 12 mos. w/ 24-mo. agmt after Auto Bill Pay discount.*

TV ACCESS

BONUS! FIRST TV ACCESS FEE ON US FOR 24 MONTHS

\$15/MO. FOR EACH RECEIVER

\$100/MO. FLAT RATE FOR RECEIVERS

UP TO 4 HD RECEIVERS INCLUDED Cost for each additional receiver: HD \$99

STANDARD INSTALLATION

STANDARD PROFESSIONAL INSTALLATION INCLUDED Applicable use tax adjustment may apply on retail value of installation.

PREMIUM SERVICE

nc

NEW AND IMPROVED MUSIC CHOICE for \$29.99/mo. for 24 months

SAVE \$240

After 24 mos., service automatically continues at then-prevailing rate (currently \$39.99/mo.) unless changed/canceled.

ALL PRICES INCLUDE LOCAL CHANNELS, WHERE AVAILABLE

NO-CONTRACT OPTION

Receiver and Regional Sports Fees may apply

Retail Pricing Only

Up to 2 HD Receivers Included (1 HD Receiver for Music Choice® only.)

Standard Installation Fee of \$199

*ALL DIRECTV OFFERS REQUIRE 24-MO. TV AGREEMENT. EARLY CANCELLATION FEE OF \$20/MO. FOR EACH MONTH REMAINING ON AGMT, ADD'L FEES APPLY. Price is after a \$20/mo. Auto Bill Pay discount for 24 mos. New approved commercial customers only. Credit card reqd (except MA & PA). Regional Sports Network (RSN) Fee applies in certain markets.

Benefits of Auto Bill Pay

Make life simpler with Auto Bill Pay—the ultimate time-saver.



Convenience

Your bill is paid automatically, securely and on time.



Comfort

Save time and never worry about finding the bill or forgetting to pay.



Control

Set up automatic payment. Avoid late payment and service restoral fees.

SETUP IS QUICK, EASY AND FREE—Call 888.388.4249 to enroll at any time.

Business & Private Viewing Packages

BUSINESS BUSINESS BUSINESS ENTERTAINMENT™PACK XTRA PACK SELECT™ PACK Over 100 Channels, Including Over **155** Channels Over 95 Channels PLUS Regional Sports Networks** **ESPN & ESPN2** RETAIL PRICE \$9499 + TAX (Customer rolls to the then-current retail rate after the expiration of promotional credits.) \$7499 + TAX **Regional Sports Network Fee is not charged in certain markets. -\$20/mo.: For 24 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay. -\$15/mo.: For 24 mos. -\$10/mo.: For 24 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay. -\$20/mo.: For 24 mos. w/ Auto Bill Pay. **-\$30/mo.:** For 12 mos. **-\$20/mo.:** For 12 mos. **-\$35/mo.:** For 12 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay. -\$20/mo.: For 24 mos. w/ Auto Bill Pay. -\$20/mo.: For 24 mos. w/ Auto Bill Pay. 12-MONTH OFFER Plus taxes. For 12 mos. w/ 24-mo. agmt Plus taxes. For 12 mos. w/ 24-mo. agmt Plus taxes. For 12 mos. w/ 24-mo. agmt after Auto Bill Pay discount.* after Auto Bill Pay discount.* after Auto Bill Pay discount.* 2021 NFL SUNDAY TICKET OFFER **2021 NFL SUNDAY TICKET** INCLUDED AT NO EXTRA COST N/A BONUS! FIRST TV ACCESS FEE ON US FOR 24 MONTHS **BUSINESS VIEWING:** ■ 1ST-9TH RECEIVER: \$7/MO. EACH ■ 10TH-21ST RECEIVER: \$4/MO. EACH ■ 22ND+ RECEIVER: \$2/MO. EACH **PRIVATE VIEWING:** ■ \$7/MO. FOR EACH RECEIVER 4 HD for Business Viewing **UP TO 4 HD HARDWARE** 4 HD or 2 HD DVR for Private Viewing **RECEIVERS INCLUDED** Cost for each additional receiver: HD \$99 I HD DVR \$199 DVR for Private Viewing only. STANDARD PROFESSIONAL INSTALLATION INCLUDED STANDARD INSTALLATION Applicable use tax adjustment may apply on retail value of installation. **NEW AND IMPROVED FIRST 3 MONTHS ON US:** PRIVATE VIEWING INCLUDES: MUSIC CHOICE® for \$29.99/mo. After 3 mos., service automatically continues at then-prevailing MC THE WTIME. SAVE OVER \$50 rate (currently \$1999/mo.) unless changed/canceled. PREMIUM SERVICE for 24 months—SAVE \$240 rate (currently \$39.99/mo.) unless changed/canceled. After 3 mos., service automatically continues at then-prevailing **EPIX** SAVE OVER \$20 rate (currently \$7.99/mo.) unless changed/canceled. ALL PRICES INCLUDE LOCAL CHANNELS, WHERE AVAILABLE **DVR SERVICE** DVR service for just \$15/mo. (PRIVATE VIEWING)

NO-CONTRACT OPTION

Receiver and Regional Sports Fees may apply.

Retail Pricing Only

 Up to 2 HD Receivers Included (1 HD Receiver for Music Choice® only.) Standard Installation Fee of \$199

*ALL DIRECTV OFFERS REQUIRE 24-MO. TV AGREEMENT. EARLY CANCELLATION FEE OF UP TO \$20/MO. FOR EACH MONTH REMAINING ON AGMT. ADD'L FEES APPLY. Price is after a \$20/mo. Auto Bill Pay discount for 24 mos. New approved commercial customers only. Credit card reqd (except MA & PA). Regional Sports Network (RSN) Fee applies in certain markets.

Channel Lineups

COMMERCIA	L ENT	ERTAINMENT F	PACK	Includes mos	t chan	nels shown in BU	SINES	S SELECT,™ plus t	he cha	annels shown in bold
Bravo . BYUtv . Cartoon Network (East) . Cartoon Network (West) . CMT . CNBC . CNBC World . CNN . Comedy Central West (HD only) !	## 361	DIRECTU HD SPORTSMIX* (HD only)* Discovery Disney Channel (East) Disney Channel (West) Disney Junior Disney XD El Enlace* ESPN ESPNZ EWTN FETV Food Network FOX Business Network FOX Revise Channel	376 369 205,600 410 278 410 290 291 410 292 410 236 448 456 410 209 370 370 370 370 370 370 370 370 370 370	FX FXX Galavisión GEB America' GEM Shopping Network GOD TV' GSN Hallmark Movies & Mysteries (HD only)' Hillsong Channel HISTORY HILN HOPE Channel' HSN	. HD 248 . HD 259 . HD 404 . 363 . 228 . 365 . HD 233 . HD 337 . HD 269 . 461 . HD 264 . 368 . HD 240 . 310 . 380 . HD 380	ION Television (West) JBS' Jewelry Television Jewish Life Television' Lifetime Link TV. Living Faith Network' LMN MAVTV MotorTrend (HD only)' MTV West (HD only)' MTV West (HD only)' NTV NASA TV' NASA TV' NAGO Geographic Newsmax NHK NHK NHK	306 388 375 325 315 375 379 389 389 375 375 375 377 379 379 370 370 370 370 370 370 370 370 370 370	NRB. ONCE MEXICO Ovation Paramount Network POP. PURSUIT Channel OVC QVC2 ReelzChannel RFD-TV Russia Today TV Shop LC ShopHO SonLife Broadcasting Network So Yummy Syfy TBS West (HD only)! TCM	378 447 410 244 410 273 604 410 317 315 410 328 410 344 410 247 410 247 4110 247 4110 247	Travel Channel 110 277 Trinity Broadcasting Network (TBN) 210 246 TV Land 110 304 Univision (East) 210 402 UPrv 338 USA Network 110 242 VHI 210 335 VICE 210 271 Victory 366 WE tv 110 260 The Weather Channel 210 362
COMMERCIAI	L XTR	A [™] PACK Inc	ludes	most channels sh	nown i	n COMMERCIAL E	NTER	TAINMENT, plus t	he cha	annels shown in bold
AccuWeather ACC Network AMC American Heroes Channel Animal Planet Aqui² ASPIRE (HD only)¹ AWE AXS TV (HD only)¹ BabyFirst TV™ BBC America BET BET West (HD only)¹ BET Her Black News Channel. Bloomberg TV Boomerang Bravo BYUtv Cartoon Network (East) Cartoon Network (West). Celebrity Shopping Network Cleo TV (HD only)¹ CMT CNBC CNBC World CNN Comedy Central Altitude Sports AT&T SportsNet Pocky Mountain. AT&T SportsNet Rocky Mountain West AT&T SportsNet Southwest		Discovery Discovery Family Channel Discovery Ife Disney Channel (East) Disney Channel (West) Disney Channel (West) Disney William Disney Will	##D 382 ##D 232 ##D 350 ##D 286 ##D 286 ##D 286 ##D 286 ##D 286 ##D 286 ##D 287 ##D 294 ##D 294 ##D 294 ##D 292 ##D 293 ##D 296 ##D 296 ##D 296 ##D 296 ##D 296 ##D 297 ##D 296 ##D 297 ##D 296 ##D 297 ##D 298 ##D 29	FOX Sports 1 FOX Sports 2 FOX Sports 2 Free Speech TV' Freeform Fuse. FX FX Movie Channel FXX fyi, Galavisión GEB America' GEM Shopping Network GOD TV' Golf Channel Great American Country (GAC) GSN. Hallmark Channel HGTV HITN TV' HITN TV' HSN. HSN2 IFC IMPACT' INSP FSN Midwest FSN North FSN Ohio FSN Oklahoma. FSN San Diego.		ION Television (East) ION Television (West) JBS' Jewelry Television Jewish Life Television' Justice Central (HD only)! Lifetime Link TV Living Faith Network' Logo LMN MAYTV MLB Network MotorTrend (HD only)! MSNBC MTV MTV West (HD only)! MTV2 MTV West (HD only)! MTV2 MTV MTV West (HD only)! MSNBC MTV MTV West (HD only)! MTV1 NBC Sports Network Newsmax NFL Network NHK NHL Network NHK NHL Network NHK NHL Network NHK NHL Network SPACK FSN West FSN West FSN Wisconsin MASS MSG MSG MSG MSG MSG MSG MSG MSG MSG M		Nickelodeon/Nick at Nite (East) Nickelodeon/Nick at Nite (West) Nicktoons NRB. Olympic Channel ONCE MEXICO Ovation OWN (Oprah Winfrey Network) Oxygen. Paramount Network POP Pursuit Channel OVC OVC2. ReelzChannel Revolt (HD only). RFD-TV Russia Today TV Science Shop LC ShopHQ SonLife Broadcasting Network. So Yummy Sportsman Channel SundanceTV Syfy TBS TBS West (HD only) ¹ NBC Sports California NBC Sports Chicago NBC Sports Washington NBC Sports Channel		TCT Network
COMMERCIAL	L CHO	OICE® PLUS		Includes most c	hanne	ls shown in BUSII	NESS S	SELECT,™ plus the	chanr	nel shown in bold
Black News Channél. Bloomberg TV Boomerang Bravo. BYUtv. Cartoon Network (East) Cartoon Network (West).		Cooking Channel C.SPAN. C.SPAN. Daystar. Destination America Discovery Family Channel. Discovery Ite DIY Network El Eleven Sports Network Enlace ² ESNE ESPN ESPNZ ESPNE ESPNU EVENT EVEN		Freeform. Fuse FX FX FX fyi, Galavisión GEB America'. GOD TV'. Great American Country (GAC). GSN. Hallmark Channel. HGTV Hillsong Channel. HISTORY HILN HOPE Channel'. HSN. HSNL HSNL HSNL HSNL HSNL HSNL HSNL INSP Investigation Discovery. JBS' Investigation Discovery. JBS'	HID 311 HID 339 HID 259 HID 266 HID 404 HID 326 HID 326 HID 337 HID 326 HID 337 HID 269 A61 HID 204 HID 205 HI	Living Faith Network¹ Logo MAYTV MLB Network MotorTrend (HD only)¹ MSNBC MTV. MTV (Lassic MTV West (HD only)¹ NASA TV¹ NAT Geo WILD National Geographic NBA TV NBC Sports Network NFL Network™ NICK Jr. Nickelodeon/Nick at Nite (East). Nickelodeon/Nick at Nite (East). Nickelodeon/Nick at Nite (West).	375 272 375 376 377 378 378 378 378 378 378	Ovation OWN (Oprah Winfrey Network) Oxygen Paramount Network POP Pursuit Channel QVC QVC2 ReelzChannel RFD-TV Russia Today TV. Scrience Shop LC SonLife Broadcasting Network So Yummy Sportsman Channel Syfy TBS BS West (HD only)! TCM TCT Network TeenNick TLC TINT	G10 274 G10 279 G10 279 G10 241 G10 261 G10 317 G10 317 G10 345 G10 345 G10 345 G10 345 G10 346 G10 346 G10 347 G10 244 G10 247 G10 24	TVG (HD only)*

Channel Lineups

COMMERCIAL BASIC™		
BabyFirst TV ^{MI*} 293 EWTN. BYUtv 374 Free Speech TV*. C-SPAN 350 GEB America* C-SPAN2 351 GOD TV*. CTN 376 HillSong Channel Daystar 369 HITN TV*	370 HSN2	378 SonLife Broadcasting Network

BUSINESS SELECT	™ PACK Includes m	ost channels shown in (COMMERCIAL BASIC™		
A&E	CNN	Free Speech TV ¹	INSP	Nick Jr	TBS West (HD only)1
AccuWeather	Comedy Central	Freeform	Investigation Discovery	Nickelodeon/Nick at Nite (East) HD 299	TCM
AMC254	Comedy Central West (HD only) ¹ 249-1	FX 248	ION Television (East)	Nickelodeon/Nick at Nite (West) 300	TCT Network
Animal Planet	C-SPAN	FXX	ION Television (West)	NRB378	TeenNick303
Agui ²	C-SPAN2	Galavisión	JBS ¹	OAN	TLC
AXS TV (HD only)1	CTN	GEB America ¹	Jewelry Television	ONCE MEXICO	TNT245
BabyFirst TV ^{TM1} 293	Daystar	GEM Shopping Network 228	Jewish Life Television ¹ 325	Ovation	TNT West (HD only) ¹ 245-1
BBC America	Discovery	GOD TV ¹	Lifetime. HD 252 Link TV	Paramount Network 241	Trinity Broadcasting Network (TBN) HD 372
BET 329	Disney Channel (East)	Hallmark Channel			
BET West (HD only) ¹	Disney Channel (West) 291	Hallmark Movies & Mysteries	Living Faith Network ¹ 379		
Black News Channel	Disney Junior	(HD only) ¹	MAVTV	QVC2 315	Univision (East)
			MotorTrend (HD only) ¹		
			MSNBC		
Bravo	Enlace ² 448	HISTORY HD 269	MTV 331	Russia Today TV	VICE 271
BYUtv	ESNE ¹ 456	HITN TV ²	MTV West (HD only)1	Shop LC226	Victory
Cartoon Network (East) 296	EWTN370	HLN	MTV2 332	ShopHQ	WE tv260
Cartoon Network (West) 297	FETV 323	Hope Channel'	NASA TV ¹	SonLife Broadcasting Network HD 344	The Word Network
Celebrity Shopping Network 95, 223	Food Network 231	HSN	National Geographic	So Yummy	World Harvest Television (WHT) 367
(MI 327	FOX Business Network	HSN2 310	Newsmax	Syty	
CNBC	FOX News Channel	IMPACT'380	NHK	TBS 247	PLUS Local Channels HID where available. ³

BUSINESS ENTERT	AINMENT™ PACK	Includes most channel	s shown in BUSINESS S	ELECT,™ plus the chann	els shown in bold
A&E	Comedy Central West (HD only)*.	Free Speech TVI 348 Freeform 110 311 FX 110 248 FXX 110 259 Galavisión 110 404 GEB America 363 GEM Shopping Network 228 GOD TVI 365 Hallmark Channel 110 312 Hallmark Movies & Mysteries (HD only) 110 565 HGTV 110 229	Investigation Discovery. INVESTIGATION TELEVISION (East). ION Television (Rest). 306 JBS'. 388 Jewelry Television. 72, 313 Jewish Life Television. 325 Lifetime. 110 252 Link TV. 375 Living Faith Network. 379 MAVTV. 110 281 MSNBC. 111 331	Nickelodeon/Nick at Nite (East) 1112 299 Nickelodeon/Nick at Nite (West) 300 NRB 378 OAN 113 347 ONCE MEXICO 447 Ovation 113 274 Paramount Network 113 274 Pursuit Channel 604 OVC 113 317 OVC 315 ReelzChannel 113 238 RFD-TV 113 288	TCT Network. 377 TeenNick. 303 TLC. 110 280 TNT 110 245 TNT West (HD only)' 1110 245 Trinity Broadcasting Network (TBN) 110 246 TV Land. 110 304 USA Network 110 242 VH1 110 312 VICE 110 271
Cartoon Network (East) 296 Cartoon Network (West) 297 Celebrity Shopping Network 95, 223 CMT 103 327 CNBC 1355	ESPNZ H 209 EWTN 370 FETV 323 Food Network H 231 FOX Business Network H 235 FOX News Channel H 2360	HITN TV ² 461 HLN 1120 HOPE Channel 368 HSN 11240 HSN2 310 MPACT 380	MTV West (HD only)!	ShopHQ. 73, 316	The Word Network

BUSINESS XTRA PACK Includes most channels shown in BUSINESS ENTERTAINMENT, plus the channels shown in bold

A&E	Comedy Central West (HD only) ¹ HD 249-1	FOX News Channel	ION Television (East)	Nickelodeon/Nick at Nite (West) 300	ICI Network3//
ACC Network	Comedy TV (HD only)1	FOX Sports 1	ION Television (West)306	Nicktoons	TeenNick303
AccuWeather	Cooking Channel	FOX Sports 2	JBS ¹ 388	NRB378	Tennis Channel HD 217
AMC	Cooking Channel #ID 232 C-SPAN 350	Free Speech TV ¹	Jewelry Television	OAN	TLC
American Heroes Channel HD 287	C-SPAN2351	Freeform	Jewish Life Television ¹	Olympic Channel 624	TNT
Animal Planet	CTN	Fuse	Justice Central (HD only)1 383	ONCE MEXICO	TNT West (HD only)1
ASPiRE (HD only) ¹	Daystar	FX 248	Lifetime	Ovation 274	Travel Channel
AWE 387	Destination America	FX Movie Channel	Link TV	OWN (Oprah Winfrey Network) ELD 279	Trinity Broadcasting Network (TBN) HD 372
AXS TV (HD only)1	DIRECTV HD SPORTSMIX®	FXX	Living Faith Network ¹	Oxygen 251	truTVHD 246
BabyFirst TV [™] 1293	(HD only) ¹	fyi,	LMN	Paramount Network	TV Land
BBC America	Discovery	Galavisión	Logo	POP	TV One
BabyFirst TV™ . 293 BBC America	Discovery Family Channel	GEB America ¹	MÄVTV 214	Pursuit Channel	TVG (HD only) ¹
BET 329	Discovery Life	GEM Shopping Network 228	MLB Network 213	QVC 317	UniMás²
BET West (HD only) ¹	Disney Channel (East)	GOD TV ¹	MotorTrend (HD only) ¹	QVC2	Universal Kids
BET Her 330	Disney Channel (West) 291	Golf Channel	MSNBC 356	ReelzChannel	UNIVERSO ²
Black News Channel	Disney Junior	Great American Country (GAC) HD 326	MTV	Revolt (HD only) ¹ 384	Univision (East)
	Disney XD				
Bravo	DIY Network	Hallmark Channel	MTV2	Russia Today TV	USA Network
BTN	E! 236	HGTV	MTV Classic	Science	VH1 335
BYUtv	Fnlace ²	Hillsong Channel	NASA TV ¹	SEC Network 611	VICE HD 271
Cartoon Network (East)	ESNE ¹	HISTORY HD 269	Nat Geo WILD	Shop LC	Victory
Cartoon Network (West)297	ESPN	HITN TV ²	National Geographic	ShopHQ	WE tv
CBS Sports Network	ESPN2 HD 209	HLN	NBA TV 216	SonLife Broadcasting Network HD 344	The Weather Channel
Celebrity Shopping Network 95, 223	ESPNEWS	Hope Channel ¹	NBC Sports Network	So Yummy	WGN America 307
Cleo TV (HD only) ¹	ESPNU	HSN HD 240	Newsmax	Sportsman Channel 605	The Word Network
CMT	EWTN370	HSN2	NFL Network	SundanceTV 557	World Harvest Television (WHT)367
CNBC HD 355	FETV	IFC	NHK	Syfy	
CNBC	FM (HD only) ¹ 386	IMPACT ¹ 380	NHL Network™	TBS	PLUS In-Market Regional Sports
CNN	Food Network 231	INSP	Nick Jr	TBS West (HD only)1	Networks where available.
	FOX Business Network				
		- /			

Spanish-Language Channel Lineups

COMERCIAL ÓPTIMO MÁS PACK

405	CNIN 202	FOV 5 + 4	116.11	01/5	T.C.C
	CNN				
AccuWeather					ÚniMás
	C-SPAN	Free Speech IV'	Living Faith Network'		UNIVERSO
4		Freeform		Russia Today TV	Univision (Este)
Antena 3			MegaTV		
	Daystar			ShopHQ316	Univision tlnovelas
	De Película		MSNBC		UPtv
	De Película Clásico				
	Discovery 278				
					VICE 271
	Discovery Familia436				
	Disney Channel (Este) SAP HD 290				ViendoMovies
	Disney Channel (Oeste) SAP 291				Vme440
	Disney XD SAP HD 292				Ve Plus
	E!				
Canal 22 Internacional446	Ecuador TV	HITN TV	Nickelodeon/Nick at Nite (Este) SAP HD 299	Telemundo (Este)406	
Caracol TV417	Ecuavisa Internacional	HLN	Nickelodeon/Nick at Nite (Oeste) SAP 300	Telemundo (Oeste) 407	The Weather Channel
	Enlace			Televisión Dominicana	The Word Network
	ESNE ¹ 456				World Harvest Television (WHT)367
	ESPN Deportes				ZooMoo
Centroamérica TV 428			Nuestra Tele		
Cine Estelar	EWTN370	IMPACT ¹ 308	ONCE MEXICO	Trinity Broadcasting Network (TBN) HD 372	PLUS Local Channels HD where available.3
Cine Mexicano	FETV 323	INSP	Paramount Network	TUDN	
Cine Nostalgia 424	Food Network	JBS ¹ 388	Pasiones	TV Chile	
Cine Sony	FOROtv	Jewelry Television	Perú Mágico	TVE	
Cinelatino	FOX Deportes	Jewish Life Television ¹ 325	Pursuit Channel	TVV	

SAP Secondary Audio Programming

COMERCIAL MÁS ULTRA™ PACK

Includes most channels shown in COMERCIAL ÓPTIMO MÁS, plus the channels shown in bold

A&E	Comedy Central West (HD only) ¹ ED 249-1	FOX Sports 1	Lifetime	Nuestra Tele	Trinity Broadcasting Network (TBN), . HD 372
AccuWeather	C-SPAN	FOX Sports 2	Link TV	ONCE MEXICO	TUDŃ 464
AMC 254	C-SPAN2	FOXlife234	Living Faith Network ¹ 379	Paramount Network	TV Chile
Animal Planet	CTN	Free Speech TV ¹ 348	MAVŤV	Pasiones	TVE
Antena 3	Daystar	Freeform	MegaTV	Perú Mágico	TVV
Agui401	De Película	FX 248	MLB NetworkSAP HD 213	Pursuit Channel 604	TyC Sports
ATRES SERIES	De Película Clásico	FX Movie Channel	MotorTrend (Solo HD) ¹	QVC 317	ÚniMás
AXS TV (Solo HD) ¹	Discovery	FXX 259	MSNBC 356	QVC2	Universal Kids 295
Azteca `	Discoverý En Español 413	Galavisión	MTV 331	Pursuit Channel 604	UNIVERSO
BabyFirst TV ^{TM1} SAP 293	Discovery Familia	GEB America ¹	MTV2 332	Russia Today TV321	Univision (Este)
BabyTV	Discovery Family Channel	GOD TV ¹	MTV West (Solo HD)1	Shop LC	Univision (Oeste)
Bandamax433	Disney Channel (Este) SAP HID 290	GolTV	Multimedios	ShopHQ73, 316	Univision tlnovelas
BoomerangSAP 298	Disney Channel (Oeste)	Great American Country (GAC) 326	NASA TV ¹	SonLife Broadcasting Network	UPtv338
Bravo 237	Disney XDSAP HD 292	Hallmark Channel	Nat Geo Mundo 435	So Yummy	USA NetworkSAP HID 242
BYUtv	E!	HGTV 229	Nat Geo WILDSAP ELD 283	STARZ ENCORE en Español	VH1
Canal 22 Internacional	Fcuador TV	Hillsong Channel	National Geographic	SUR Perú. 439	VICE 271
Caracol TV	Ecuavisa Internacional438	HISTORÝ 269	NBA TV	Syfy 244	VideoRola
Cartoon Network (Este) SAP HD 296	Enlace	History En Español443	NBC Sports Network	TBS	ViendoMovies
Cartoon Network (Oeste) SAP 297	ESNE ¹	HITN TV	Newsmax 349	TBS West (Solo HD)1 247-1	Vme440
Centroamérica TV`	ESPN 206	HLN 204	NFL Network HD 212	TCT Network	Ve Plus
Celebrity Shopping Network 95, 223	ESPN2 209	¡HOLA! TV	NHK	TeleCentro	Victory
Cine Estelar	ESPNEWS 207	Hope Channel ¹	Nick Jr	Teléfe	WAPA América
Cine Mexicano	ESPN Deportes	HSN 240	Nickelodeon/	Telemundo (Este)	The Weather Channel
Cine Nostalgia	Estrella TV	HSN2	Nick at Nite (Este)	Telemundo (Oeste) 407	The Word Network 373
Cine Sony	EWTN370	IMPACT ¹ 308	Nickelodeon/	TLC 280	World Harvest Television (WHT)367
Cinelatino	FETV	INSP	Nick at Nite (Oeste)SAP 300	TNTSAP HD 245	ZooMoo
CNN 202	Food Network 231	JBS1	Nicktoons	TNT West (Solo HD) ¹	
CNN En Español 419	FOROtv	Jewelry Television	NRB378	Tr3s	PLUS Local Channels HD where available.3
Comedy Central	FOX Deportes	Jewish Life Television ¹	NTN24	Travel Channel 277	

Music Choice® & Premium Sports Channel Lineups Available for Public Viewing & Business and Private Viewing

MUSIC CHOICE®

'60s Movement	Classic Alternative	Gospel827	Latin Jazz879	Party Favorites9564	Smooth Jazz851
'70s	Classic Country808	Gospel Hallelujah	Light Classical866	Pop & Country	Soft Rock849
'80s	Classic Dance	Hard Rock	Lounge	Pop Hits	Sounds of the Seasons
'80s Rock829	Classic Rock	Hip-Hop and R&B825	Love Songs	Pop Latino	Soundscapes857
'90s	Classical Masterpieces	Hit List	Mainstream Rap847	R&B Classics	Symphony864
Adult Alternative	Coffee Shop Cuts836	Honky Tonk	Malt Shop Favorites802	R&B Soul843	Taste of Italy9569
All Christmas	Contemporary Christian	Indie	Max	Rap	Teen Beats867
Alternative	Contemporary Instrumentals	Irish Favorites9565	Metal830	Reggae	Throwback Jamz848
Americana	Country Hits809	Italian Favorites	Mexicana876	Retro Workout	Today's Country814
Big Band801	Dance/EDM	Jazz9572	Movie Scores	Rock	Toddler Tunes869
Bluegrass	Easy Listening	Jazz Vocal Hits	Musica Urbana	Rock Hits	Tropicales
Blues854	Filipino	Jazz Vocal Standards	Nature Sounds	Rock Latino	Vietnamese
Brazilian Pop	Folk	K-Pop9566	New Age	Romances870	Workout
Broadway	Funk	Kidz Only!	New Wave	Singers & Swing	Y2K

SPORTS PACKAGES & CHANNELS

ACC Network	Fox Soccer Plus HD 621	MLB EXTRA INNINGS® Game Mix HD 720-721	NFL SUNDAY TICKET HD 705-718	NFL SUNDAY TICKET FANTASY	ZONE CHANNEL®
Big Ten Network 610	Longhorn Network (HD only)1 EID 677	MLS Direct Kick™	NFL SUNDAY TICKET 4-Game Mix #D 701	ZONE® CHANNEL704	NHL® CENTER ICE®
ESPN College Extra 788-798	MLB EXTRA INNINGS* HD 721-749	NBA League Pass	NFL SUNDAY TICKET 8-Game Mix #10 702	NFL SUNDAY TICKET RED	SEC Network HD 611

Spanish-Language Packages

	PUBLIC VIEWI	NG PACKAGE	BUSINESS & PRIVATE VIEWING PACKAGE
	IN-LANGUAGE COMERCIAL ÓPTIMO MÁS PACK Access to over 125 Channels	IN-LANGUAGE COMERCIAL MÁS ULTRA™ PACK Access to over 150 Channels	IN-LANGUAGE COMERCIAL ÓPTIMO MÁS PACK Access to over 125 Channels
RETAIL PRICE (Customer rolls to the then-current retail rate after the expiration of promotional credits.)	\$109 99 + TAX	\$134 <u>99</u> + TAX	\$8999 + TAX
	-\$10/mo.: For 24 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay.	-\$15/mo.: For 24 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay.	-\$10/mo.: For 24 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay.
	\$ 70 99 MO. Plus taxes.	\$ 99 MO. Plus taxes.	\$59 ⁹⁹ MO. Plus taxes.
	For 24 mos. w/ 24-mo. agmt after Auto Bill Pay discount.	For 24 mos. w/ 24-mo. agmt after Auto Bill Pay discount.*	For 24 mos. w/ 24-mo. agmt after Auto Bill Pay discount*
12-MONTH	-\$20/mo.: For 12 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay.	OR -\$30/mo.: For 12 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay.	OR -\$20/mo.: For 12 mos. -\$20/mo.: For 24 mos. w/ Auto Bill Pay.
PROMOTIONAL OFFER	\$ 69 99 MO.	\$84 99 мо.	\$ 49 99 MO.
	Plus taxes. For 12 mos. w/ 24-mo. agmt after Auto Bill Pay discount.*	Plus taxes. For 12 mos. w/ 24-mo. agmt after Auto Bill Pay discount.*	Plus taxes. For 12 mos. w/ 24-mo. agmt after Auto Bill Pay discount.*
TV ACCESS FEES		TV ACCESS FEE 24 MONTHS ACH RECEIVER	BONUS! FIRST TV ACCESS FEE ON US FOR 24 MONTHS \$7/MO. EACH FOR 15 ^{TL} -91 TM RECEIVER (BUSINESS VIEWING) \$4/MO. EACH FOR 10 TM -21 ST RECEIVER (BUSINESS VIEWING) \$2/MO. EACH FOR 22 ^{MO} RECEIVER AND ABOVE (BUSINESS VIEWING) \$7/MO. FOR EACH RECEIVER (PRIVATE VIEWING)
HARDWARE	UP TO 4 HD RECE Cost for each addition		UP TO 4 HD RECEIVERS INCLUDED Cost for each additional receiver: HD \$99
STANDARD INSTALLATION		ARD PROFESSIONAL INSTALLAT cable use tax adjustment may apply on retail valu	
PREMIUM SERVICES	NEW AND I	MPROVED Choice 29.99/mo. for 24 mos. at then-prevailing rate (currently \$39.99/mo.)	MUSIC CHOICE® for \$29.99/mo. for 24 mos. After 24 mos., service automatically continues at then-prevailing rate (currently \$39.99/mo.) unless changed/canceled. FIRST 3 MONTHS ON US—PRIVATE VIEWING ONLY WINDE SAVE OVER \$50 After 3 mos., service automatically continues at then-prevailing rate (currently \$19.99/mo.) unless changed/canceled. PIX SAVE OVER \$20 After 3 mos., service automatically continues at then-prevailing rate (currently \$7.99/mo.) unless changed/canceled.
NO-CONTRACT OPTION	IN-LANGUAGE PUBLIC VIEWING PACKAGE COMERCIAL ÓPTIMO MÁS PACK Over 125 Channels	IN-LANGUAGE PUBLIC VIEWING PACKAGE COMERCIAL MÁS ULTRA™ PACK Over 150 Channels	IN-LANGUAGE BUSINESS & PRIVATE VIEWING PACKAGE COMERCIAL ÓPTIMO MÁS PACK Over 125 Channels
RETAIL PRICE	\$109 <u>99</u> + TAX	\$134 <u>99</u> + TAX	\$89 <u>99</u> + TAX
1 14.62			

*ALL DIRECTV OFFERS REQUIRE 24-MO. TV AGREEMENT. EARLY CANCELLATION FEE OF UP TO \$20/MO. FOR EACH MONTH REMAINING ON AGMT, ADD'L FEES APPLY. Price is after a \$20/mo. Auto Bill Pay discount for 24 mos. New approved commercial customers only. Credit card reg'd (except MA & PA).

\$199 Complex/custom installation extra

STANDARD

COMMERCIAL BASIC™ & International A La Carte Packages

	COMMERCIAL BASIC™1 with International Add-ons to the right				
RETAIL PRICE (Customer rolls to the then-current retail rate after the expiration of promotional credits.)	Over 30 Channels \$299 HO. + TAX				
12-MONTH OFFER	\$299 + TAX For 12 mos. w/ 24-mo. agmt*				
HARDWARE	UP TO 4 HD RECEIVERS INCLUDED ³ Cost for each additional receiver: HD ⁵ 99				
STANDARD INSTALLATION	\$49 Complex/custom installation extra				
PREMIUM SERVICES	MUSIC CHOICE® for \$29.99/mo. for 24 mos. After 24 mos., service automatically continues at then-prevailing rate (currently \$39.99/mo.) unless changed/canceled. FIRST 3 MONTHS ON US FIRST 3 MONTHS ON US (Private Viewing Only) After 3 mos., service automatically continues at then-prevailing rate (currently \$19.99/mo.) unless changed/canceled. (Private Viewing Only) After 3 mos., service automatically continues at then-prevailing rate (currently \$7.99/mo.) unless changed/canceled.				
NO-CONTRACT OPTION	COMMERCIAL BASIC ^{™1} with International Add-ons to the right Over 30 Channels				
RETAIL PRICE	\$29 <u>99</u> + TAX				
HARDWARE	UP TO 2 HD RECEIVERS INCLUDED Cost for each additional receiver: HD \$99 HD DVR \$199 DVR for Private only. Additional service fee may apply.				
STANDARD INSTALLATION	\$199 Complex/custom installation extra				
*ALL DIRECTV OFFERS REQUIRE 24-MO. TV AGREEMENT. EARLY CANCELLATION FEE OF UP TO \$20/MO. FOR EACH MONTH REMAINING ON AGMT, ADD'L FEES APPLY. New approved commercial customers only. Credit card req'd (except MA & PA).					

(COMMERCIAL BASIC™ and above)²					
SPANISH A LA CARTE PACKAGES					
	PUBLIC VIEWING	BUSINESS/ PRIVATE VIEWING			
EN ESPAÑOL^ Antena 3, ATRES SERIES, Azteca, BabyTV, Bandamax, Canal 22 Internacional, Caracol TV, Centroamerica TV, Cine Estelar, Cine Mexicano, Cine Nostalgia, Cine Sony, Cinelatino, CINN En Español, De Película, De Película Clásico, Discovery En Español, Discovery Familia, Ecuador TV, Ecuavisa Internacional, ESPN Deportes, Estrella TV, FOROtv, FOX Deportes, FOXlife, GolTV, History En Español, ¡HOLA! TV, TVV, MegaTV, Multimedios, Nat Geo Mundo, NTN24, Nuestra Tele, Pasiones, Perú Mágico, SUR Perú, TeleCentro, Telefe, Telemundo (Este), Ties (Desta), Tv. Chille, TVE, TV. Csports, UniMás, UNIVERSO, Univision Deporter Newford Meria, Paracol Meri	\$54.99/mo.	^{\$} 44.99/mo.			

Deportes Network, Univision tInovelas, Univision West, Venevision, ViendoMovies, Vme, WAPA América, ZooMoo AMÉRICAS PLUS™ Antena 3, BabyTV, Caracol TV, Cine Estelar, Cine Mexicano, Cine Nostalgia, Cinelatino, De Película, De Película Clásico, Discovery En Español, Discovery Familia, Ecuador TV, Ecuavisa Internacional, ¡HOLA! TV, TVV, MegaTV, Nuestra Tele, \$24.99/mo. \$24.99/mo. Peru Magico, SUR Perú, TeleCentro, Telefe, Telemundo (Este), Telemundo (Oeste), TV Chile, TVE, UniMás, UNIVERSO, Venevision, VideoRola, ViendoMovies, WAPA América **MÉXICO PLUS™**

ATRES SERIES, Azteca, BabyTV, Bandamax, Canal 22 Internacional, Cine Estelar, Cine Mexicano, Cine Nostalgia, \$24.99/mo. \$24.99/mo. De Película, De Película Clásico, Discovery En Español, Discovery Familia, Estrella TV, MegaTV, Multimedios, TeleCentro, Telemundo (Este), Telemundo (Oeste), Tr3s, UniMás, UNIVERSO, VideoRola, ViendoMovies **DIRECTV® DEPORTES** \$24.99/mo. \$24.99/mo. ESPN Deportes, GolTV, TyC Sports, Univision Deportes Network

WORLDDIRECT® A LA CARTE PACKAGES							
CHINESE ChineseDirect™ CTI Zhong-Tian, CCTV-4, GZTV, CGTN, Charming China, National Geographic, Disney, CNN, 88TV, 88Films, iCable Financial Info News, iCable News, Phoenix Hong Kong Channel	\$39.99/mo.	\$37.99/mo					
MandarinDirect™ III CTI Zhong-Tian, Phoenix North America, Phoenix InfoNews, Jiangsu Satellite TV, CCTV-4, Charming China, CBO China TV Series Channel	\$26.99/mo.	\$23.99/mo					

ITALIAN		
TFCDirect™ The Filipino Channel, ANC, Cinema One Global, MYX, DZMM (radio), OPM, OPM TV, PBO, SARI SARI, MOR 101.9	\$32.99/mo.	\$29.99/mo.
FILIPINO FilipinoDirect™ The Filipino Channel, GMA Pinoy TV, +Kapatid TV5, ANC, Cinema One Global, OPM, OPM TV, PBO, SARI SARI, MYX, GMA Life TV, DZMM (radio), MOR 101.9	\$42.99/mo.	\$39.99/mo.
C11 Zhong-Fran, Phoenix North America, Phoenix InfoNews, Jiangsu Satellite TV, CCTV-4, Charming China, CBO China TV Series Channel	*26.99/1110.	³ 23.99/1110.

ItalianDirect™ \$32.99/mo. \$29.99/mo. Mediaset Italia, Rai Italia, Rai Premium, Rai News, Radio Rai \$45.99/mo. \$43.99/mo. No international dish needed with BUSINESS SELECT™ PACK and above. Requires HD Access. \$45.99/mo. \$43.99/mo. Nippon TV, NECO International. Only available in HD.

JAPAN DIRECT + TV JAPAN \$74.99/mo. \$69.99/mo. TV Japan, Nippon TV, NECO International. Only available in HD. **KOREAN** KoreanDirect™ \$36.99/mo. \$33.99/mo. EBS, SBS, SBS HD, MBC, MBC Every1, National Geographic Korea, YTN, SBS Plus, CTS, Radio Korea, TAN TV, MBN,

KBS World, Arirang

RUSSIAN RussianDirect™ \$39.99/mo. \$37.99/mo. Channel One, Dom Kino, Muzika Pervogo, Carousel, Vremya

RTR-Planeta A La Carte \$24.99/mo. \$20.99/mo. RTR-Planeta

\$45.99/mo.

\$43.99/mo.

VIETNAMESE VietDirect™ Plus \$29.99/mo. \$26.99/mo. Film 24H, VGN-TV, SBTN, Little Saigon Radio, HONVIET, S Channel, TViet, Viên Thao TV, VietFace, VIETV

Channel One, Dom Kino, Muzika Pervogo, RTR-Planeta, Rossiya 24, RTVi, Carousel, Vremya, NTV America

PREMIUM SPORTS PACKAGES

Drive Traffic With Premium Sports Packages

PUBLIC VIEWING		SMALL BAR	1–50	51–100	101-150 151-200	201-350	351-500	501-750	751- 1,000	1,001- 1,500	1,501- 2,000	2,001- 5,000	5,001- 10,000	10,001+		
NI	FL	NEW ACQUISITION ¹ & UPGRADE CUSTOMERS	1-Pay option	\$650 ⁰⁰	\$1,500 ⁰⁰	\$2,75000	\$5,75000	\$8,25000	\$12,000 ⁰⁰	\$13,250 ⁰⁰	\$18,00000	\$27,00000	\$36,00000	\$75,00000	N/A	N/A
TIC	IDAY Ket Y Bird	NEW ACQUISITION ¹ & UPGRADE CUSTOMERS	5-Pay option	\$13000	\$30000	\$550 ⁰⁰	\$1,150 ⁰⁰	\$1,650 ⁰⁰	\$2,40000	\$2,65000	\$3,60000	\$5,40000	\$7,200 ⁰⁰	\$15,00000	\$29,00000	\$35,00000
For Sm FCO 1–1 receiver(1	EXISTING CUSTOMERS RENEWAL ³	1-Pay option	\$1,00000	\$2,30000	\$4,00000	\$8,00000	\$11,500 ⁰⁰	\$16,00000	\$18,00000	\$24,00000	\$36,00000	\$48,00000	N/A	N/A	N/A
receiver	o, pricing	EXISTING CUSTOMERS RENEWAL ³	5-Pay option	\$20000	\$46000	\$80000	\$1,600 ⁰⁰	\$2,30000	\$3,20000	\$3,60000	\$4,80000	\$7,20000	\$9,60000	\$20,00000	\$38,00000	\$46,00000
		NEW ACQUISITION ¹ & UPGRADE CUSTOMERS	1-Pay option	N/A	\$64900	\$94900	\$1,199 ⁰⁰ \$1,549 ⁰⁰	\$1,949 ⁰⁰	\$2,19900	^{\$} 2,6	4900	\$3,24900		\$3,99900	\$4,49900	\$5,39900
	ITER	NEW ACQUISITION ¹ & UPGRADE CUSTOMERS	5-Pay option	N/A	\$129 ⁸⁰	\$189 ⁸⁰	\$239 ⁸⁰ \$309 ⁸⁰	\$38980	\$43980	\$529 ⁸⁰		\$649 ⁸⁰		\$799 ⁸⁰	\$89980	\$1,079 ⁸⁰
IC	ICE®	EXISTING CUSTOMERS RENEWAL ³	1-Pay option	N/A	\$94900	\$1,249 ⁰⁰	\$1,59900 \$1,99900	\$2,44900	\$2,79900	\$3,29900		\$4,09900		\$4,99900	\$5,64900	\$6,79900
		EXISTING CUSTOMERS RENEWAL ³	5-Pay option	N/A	\$189 ⁸⁰	\$249 ⁸⁰	\$31980 \$39980	\$489 ⁸⁰	\$559 ⁸⁰	\$659 ⁸⁰		\$819 ⁸⁰		\$99980	\$1,129 ⁸⁰	\$1,359 ⁸⁰
		NEW ACQUISITION ¹ & UPGRADE CUSTOMERS	1-Pay option	N/A	\$49900	\$99900	\$1,29900 \$1,99900	\$2,99900	\$3,39900	\$3,6	\$3,69900		\$4,99900		\$11,499 ⁰⁰	\$18,99900
LEA	BA GUE	NEW ACQUISITION ¹ & UPGRADE CUSTOMERS	5-Pay option	N/A	\$9980	\$19980	\$25980 \$39980	\$59980	\$67980	\$739 ⁸⁰		\$99980		\$1,599 ⁸⁰	\$2,29980	\$3,79980
PA	ISS	EXISTING CUSTOMERS RENEWAL ³	1-Pay option	N/A	\$99900	\$1,89900	\$2,99900 \$3,69900	\$5,59900	\$6,49900	\$7,09900		\$9,79900		\$16,09900	\$23,29900	\$36,79900
		EXISTING CUSTOMERS RENEWAL ³	5-Pay option	N/A	\$19980	\$37980	\$59980 \$73980	\$1,119 ⁸⁰	\$1,299 ⁸⁰	\$1,419 ⁸⁰		\$1,959 ⁸⁰		\$3,21980	\$4,65980	\$7,359 ⁸⁰
ES COLLEGE	SPN E extra4	NEW & EXISTING CUSTOMERS	3 Installments	N/A	\$235 ⁰⁰ \$598 ³³		\$741 ⁶⁷ \$883 ³³			\$1,308 ³³ \$1,665 ⁰⁰		\$2,141 ⁶⁷				
	OX R PLUS	NEW & EXISTING CUSTOMERS	Monthly	N/A	\$10000	\$150 ⁰⁰	\$20000	\$25	50 ⁰⁰			\$30000				
	HORN NORK	NEW & EXISTING CUSTOMERS	Monthly	N/A	\$1999											
	TEN Work	NEW & EXISTING CUSTOMERS	Monthly	N/A	\$39 ⁹⁹											
SEC NE	TWORK	NEW & EXISTING CUSTOMERS	Monthly	N/A	\$3999											
ACC NE	TWORK	NEW & EXISTING CUSTOMERS	Monthly	N/A	\$3999											

REMINDER: An approved Fire Code Occupancy (FCO) certificate must be on file prior to the activation of any FCO premium sports package. Acquisition: Add package at point of sale. Upgrade: Active DIRECTV customer who did not take package in prior season. Renewal: Active DIRECTV customer who did take package in prior season.

BUSINESS/PRIVATE VIEWING		BUSINESS VIEWING	PRIVATE VIEWING			
	NEW ACQUISITION¹ & UPGRADE² CUSTOMERS:	^{\$} 550 (1-Pay) ^{\$} 110 (5-Pay)	\$460 (1-Pay) \$92 (5-Pay)			
NFL SUNDAY TICKET EARLY BIRD	EXISTING CUSTOMERS RENEWAL: ³	^{\$} 785 (1-Pay) ^{\$} 157 (5-Pay)	\$650 (1-Pay) \$130 (5-Pay)			
	NEW ACQUISITION ¹ & Upgrade ² customers:	\$449 (1-Pay) \$89.80 (5-Pay)	\$249 (1-Pay) \$49.80 (5-Pay)			
NHL® CENTER ICE®	EXISTING CUSTOMERS RENEWAL: ³	\$549 (1-Pay) \$109.80 (5-Pay)	\$349 (1-Pay) \$69.80 (5-Pay)			
	NEW ACQUISITION ¹ & UPGRADE ² CUSTOMERS:	\$299 (1-Pay) \$59.80 (5-Pay)	\$199 (1-Pay) \$39.80 (5-Pay)			
NBA LEAGUE PASS	EXISTING CUSTOMERS RENEWAL: ³	\$449 (1-Pay) \$89.80 (5-Pay)	\$299 (1-Pay) \$59.80 (5-Pay)			
ESPN COLLEGE EXTRA ⁴ (3 Installments)	NEW & EXISTING CUSTOMERS	\$55°°	\$55°°			
SPORTS CHOICE®	NEW & EXISTING CUSTOMERS	N/A	\$21 ⁹⁹ /mo.			
FOX SOCCER PLUS	NEW & EXISTING CUSTOMERS	\$100 ⁰⁰ /mo.	\$100 ⁰⁰ /mo.			
LONGHORN NETWORK	NEW & EXISTING CUSTOMERS	\$7 ⁹⁹ /mo.	\$7 ⁹⁹ /mo.			
BIG TEN NETWORK	NEW & EXISTING CUSTOMERS	N/A	N/A			
SEC NETWORK	NEW & EXISTING CUSTOMERS	\$7 ⁹⁹ /mo.	\$7 ⁹⁹ /mo.			
ACC NETWORK	NEW & EXISTING CUSTOMERS	\$7 ⁹⁹ /mo.	\$7 ⁹⁹ /mo.			

Offers end 5/15/21. ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT. Local channels subscription where available. Regional Sports Network Fee may apply for BUSINESS XTRA PACK, COMMERCIAL CHOICE PLUS and COMMERCIAL XTRA PACK subscribers in select ZIP codes contractually obligated to distribute multiple Regional Sports Networks.

COVER AND PAGE 2

PAGES 3 AND 14

2021 NFL SUNDAY TICKET SMALL BAR EARLY BIRD OFFER: In order to receive NFL SUNDAY TICKET, customers must subscribe to a commercial base programming package. New NFL SUNDAY TICKET subscribers must order by 5/15/21 and activate by 6/15/21 to be eligible for the 1-pay and 5-pay options. NFL SUNDAY TICKET price based on Fire Code Occupancy (FCO). The remaining balance of NFL SUNDAY TICKET will be charged to customer's account in the event of early disconnect. NFL SUNDAY TICKET consists of all live out-of-market NFL games (based on customer's service address) broadcast on FOX and CBS. However, games broadcast by your local FOX or CBS affiliate, will not be available in NFL SUNDAY TICKET. Other conditions apply LIMIT ONE NFL SUNDAY TICKET OFFER PER ACCOUNT. Offer void where prohibited or restricted.

2021 NFL SUNDAY TICKET SMALL BAR EARLY BIRD OFFER: In order to receive NFL SUNDAY TICKET for Small Bars, customers must subscribe to a commercial base programming package with a 24-month agreement. 1-pay new customer pricing of \$650 is based on Fire Code Occupancy [FCO] 1-100 only and is subject to verification. New NFL SUNDAY TICKET subscribers must order by 5/15/21 and activate by 6/15/21 to be eligible for this offer. Offer available to customers with 4 or less receivers. Customers with none that a receivers will pay the standard of the company of the customers with 1 or less receivers. Customers with none that a receiver swill pay the standard of the customers with 1 or less receivers. of all live out-of-market NFL games (based on customer's service addre apply, LIMIT ONE NFL SUNDAY TICKET OFFER PER ACCOUNT. Offer void where prohibited or restricted. NFL SUNDAY TICKET subscription will automatically continue in 2022 and each season thereafter at then prevailing rate provided that DIRECTV still carries these services at the time of renewal and unless customer calls 1-888-388-4249 to cancel prior to start of season. Subscription cannot be canceled (in part or in whole) after the start of the season and subscription fee cannot be refunded. Commercial locations require an

appropriate licensee agreement.

NHL CENTER ICE PROGRAMMING OFFER: New NHL CENTER ICE Subscribers. To receive NHL CENTER ICE, a DIRECTV commercial subscription to a base programming package or above is required. Customers must order by 3/30/21 and activate by 4/30/21 to be eligible for the 5-Pay option. Pricing based on Fire Code Occupancy (FCO). IN THE EVENT OF EARLY DISCONNECT, THE REMAINING BALANCE OF NHL CENTER ICE WILL BE CHARGED TO CUSTOMERS ACCOUNT. LIMIT ONE NHL CENTER ICE PROMOTIONAL OFFER PER ACCOUNT. SHALE OF NHL CENTER ICE Subscription will automatically continue in 2022 and each season thereafter at then prevailing rate unless customer calls 1-888-388-4249 to cancel prior to start of season. Programming, pricing, terms and conditions subject to change at any time. NHL, the NHL Shield and Center ke name and logo are registered trademarks and The Game Lives Where You Do is a trademark of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. PNHL 2021. All rights reserved. Blackout restrictions and other conditions apply. NBA LEAGUE PASS PROGRAMMING OFFER. New NBA League Pass Subscribers. To receive NBA League Pass, a DIRECTV commercial subscription to a base programming package is required. Customers must order by 2/14/21 and activate by 3/14/21 to be eligible for the 1-Pay option. Customers must order by 2/14/21 to be eligible for the 1-Pay option. Customers must order by 2/14/21 to be eligible for the 1-Pay option. Customers must order by 2/14/21 to be eligible for the 1-Pay option. Directing based on Fire Code Occupancy (FCO). IN THE EVENT OF AN EARLY DISCONNECT, THE REMAINING BALANCE OF NBA LEAGUE PASS OFFER PER ACCOUNT. NBA League Pass subscription will automatically continue in 2022 and each season thereafter at then prevailing rate unless customer calls 1-888-388-4249 to cancel prior to start of season. Programming, pricing, terms and conditions subject to change at any time. NBA, the NBA logo and team identifications are the exclusive intellectual prope

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**Pay downloading this app you are verifying that you are over the U.S. legal drinking age of 21 years old. Use of DIRECTV mobile apps is licensed under DIRECTV's current End User License Agreement. Use of DIRECTV mobile apps is also subject to DIRECTV's privacy policy and other legal policies, including DIRECTV's Customer Agreement for users who are DIRECTV customers iPhone® is a registered trademark of Apple Inc. ^^Certain remote control functions require a standard DIRECTV remote. Tablet remote control functionality requires an Internet or Wi-Fi connection and is limited to the range of network. Internet access and directv.com login required. Internet connections may vary. Only available on certain Internet Connection Kit and installation. Requires DIRECTV Plus HD DVR (models HR20, HR21, HR22, HR24, DIRECTV Plus DVR model R22, or DIRECTV HD Receiver (models H21, H23, H24, H25) connected to broadband. DIRECTV Receiver(s) and the tablet must

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BASE PACKAGE OFFERS: Package offers end 5/15/21. After 12 mos., then-prevailing rate for base package applies (currently, \$7499/mo. for BUSINESS SELECT PACK; \$11499/mo. for COMMERCIAL ENTERTAINMENT PACK, \$17499/mo. for COMMERCIAL ENTERTAINMENT PACK; \$17499/mo. for COMMERCIAL ENTERTAINMENT PACK, and \$17499/mo. for Commercial Entertainment PACK, \$17499/mo. for COMMERCIAL ENTERTAINMENT PACK, and COMMERCIAL ENTERTA

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BASE PACKAGE OFFERS: Package offers end 5/15/21. After 12 mos., then-prevailing rate for base package applies (currently; \$7499/mo. for BUSINESS SELECT PACK; \$9499/mo. for BUSINESS ENTERTAINMENT PACK, and \$13399/mo. for BUSINESS XTRA PACK or BUSINESS XTRA PACK or BUSINESS XTRA PACK or BUSINESS XTRA PACK, and \$13399/mo. for BUSINESS XTRA PACK, unless canceled or changed by customer prior to end of the promotional period. 2021 NFL SUNDAY TICKET INCLUDED AT NO EXTRA COST OFFER. Requires activation of BUSINESS ENTERTAINMENT PACK, and \$13399/mo. for BUSINESS XTRA PACK or BUSINESS XTRA PACK are eligible to receive the 2021 season of NFL SUNDAY TICKET at no additional cost. The remaining balance of NFL SUNDAY TICKET or BUSINESS XTRA PACK are eligible to receive the 2021 season of NFL SUNDAY TICKET. OTHER TORS A PACK OR BUSINESS STEAR PACK AND ACK AN

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BASE PACKAGE OFFERS: Package offers end \$/15/21. After 12 mos., then-prevailing rate for base package applies (currently for Public Viewing: \$10999/mo. for COMERCIAL ÓPTIMO MÁS PACK, \$13499/mo. for COMERCIAL MÁS UITRA PACK, and \$2999/mo. for COMERCIAL OPTIMO MÁS PACK, \$13499/mo. for COMERCIAL OPTIMO MÁS PACK, and \$2999/mo. for COMERCIAL OPTIMO MÁS PACK, and \$2999/mo. for COMERCIAL OPTIMO MÁS PACK 24-mo. OFFER: Public Viewing: To receive the promotional price of \$9999/mo., a 24-mo. agreement is required. After 24 mos, then-prevailing rate for base package offers. Comercial or base package offers. Comercial or base package offers. Comercial or base package offers. ABP OFFER: To receive the promotional price of \$1999/mo., a 24-mo. agreement is required. After 24 mos., then-prevailing rate for base pack applies unless canceled or changed by customer prior to end of the promotional period. Not stackable with any base package offers. ABP OFFER: New customers who subscribe to BUSINESS SELECT PACK or above with 24-mo. agreement in Auto Bill Pay will receive \$20/mo. bill credit for 24 mos. starting in the second mo. After 24 mos, then credits will end and services will automatically continue at the then-prevailing rate. HARDWARE OFFER: Programming agreement, as defined by customer's commercial programming rate card, required. Offer available to new commercial customers in commercial structures no more than three stories high. No single-family residences allowed. Up to four HD Receivers included per commercial location. Private Viewing customers are eligible for any combination of up to four HD Receivers or two HD DVRs. DVR Service (\$15/mo. apply for each receiver. Business Viewing TV Access Fees of \$7/mo. each apply for 1st-9th receiver, \$4/mo. each for 10th-21st receiver, \$2/mo. each for 22nd and each additional receiver. Private Viewing TV Access Fee of \$7/mo. apply for the first and each additional receiver. Packers.

A LA CARTE PACKAGE OFFERS: Add any of the Spanish A La Carte Packages onto any base programming package. "Public Viewing Customers: En Español can only be added to COMMERCIAL BASIC with an additional International A La Carte Package. Otherwise, it can only be added with BUSINESS SELECT PACK or above. AMÉRICAS PLUS, MÉXICO PLUS and DIRECTV DEPORTES all qualify as International A La Carte Packages. Multi-Satellite System required. International packages are not required if activating COMMERCIAL BASIC in the Business/Private Viewing segments. Additional receiver fees apply: Customer must subscribe to COMMERCIAL BASIC or above in order to add any International A La Carte Packages. "HARDWARE OFFER: Programming agreement, as defined by customer's commercial programming rate card, required. Offer available to new commercial customers in commercial structures no more than three stories high or complex installation fee(s) may apply. No single-family residences allowed. Up to four HD Receivers included per commercial location for COMERCIAL MÁS ULTRA PACK, COMERCIAL ÓPTIMO MÁS PACK and COMMERCIAL BASIC plus International package customers. Make and model of system at DIRECTV's sole discretion. Offer void where prohibited or restricted. PAGE 13

Public Viewing pricing is based on Fire Code Occupancy (FCO). 'Any new DIRECTV commercial subscriber qualifies. 'Any existing commercial subscriber who did not take this sports package in the previous season. 'Any existing commercial subscriber who did take this sports package in the previous season. 'ESPN College Extra combines the former ESPN GamePlan and ESPN FULL COURT subscriptions into one package.

ALL PROGRAMMING SUBJECT TO CHANGE AT ANY TIME. Lineups effective as of 1/17/21. Requires HD equipment. Requires a DIRECTV Multi-Satellite System. Eligibility for local channels based on service address. Visit directv.com/locals and directv.com/hdlocals. A FES Network available in SPORTS PACK premium package in CT, NY and in parts of NJ and PA as determined by ZIP code. Portions of YES Network programming available in SPORTS PACK premium package in the remainder of DIRECTV service areas.

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\$7/MO. OFF FOR 24 MOS. OFFER: Offer ends \$/15/21. New customers only. Requires activation of BUSINESS SELECT PACK, BUSINESS ENTERTAINMENT PACK, BUSINESS STRA PACK, or COMERCIAL ÓPTIMO MÁS PACK with a 24-month agreement. DIRECTV will credit the new customer's account \$//mo. OFF FOR 24 MOS. OFFER: Offer ends \$/15/21. New customers only. Requires activation of BUSINESS select PACK, COMMERCIAL ENTERTAINMENT PACK, COMMERCIAL

INFL SUNDAY TICKET subscription will automatically continue in 2022 and each season thereafter at then-prevailing rate, provided that DIRECTV still carries this service at the time of renewal and unless customer calls 1-888-388-4249 to cancel prior to start of season. Subscription cannot be canceled (in part or in whole) after the start of the season and subscription fee cannot be refunded. Commercial locations require an appropriate licensee agreement. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. NFL team names and uniform designs are registered trademarks of the teams indicated. NFL: AP Images. ©2021 AT&T Intellectual Property. All Rights Reserved. AT&T, Globe logo, DIRECTV, and all other DIRECTV marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks are the property of their respective owners.