



DIRECTV is seeking strategic
Internet Service Providers (ISPs)
to sell DIRECTV video services.



As a DIRECTV Authorized Dealer, you will have the opportunity
to promote and sell premium video products to complement
your internet product offerings.

OFFER DIRECTV OR DIRECTV STREAMSM TO YOUR NEW OR EXISTING INTERNET CUSTOMERS

DRIVE INCREMENTAL REVENUE



DIRECTV provides incremental revenue and
compelling video products that will bolster
internet offers and improve sales opportunities.



Sell more by offering broadband and video products,
which increases consumer opportunity size and scope
with an enhanced product mix.

INCREASE CUSTOMER SATISFACTION



Customers who purchase internet and video
together have stickier customer engagement
with your product and higher customer satisfaction.



Customers will have a greater variety of product options
and the flexibility to choose solutions tailored to their
needs, which can lead to an overall better experience
and long-lasting customer loyalty.

BRING THE BEST TOGETHER OFFER DIRECTV PRODUCTS WITH YOUR INTERNET



The best of Live TV & On Demand
on all your favorite screens

No annual contract, no hidden fees*

*Device installment contract options available.

Stream anytime, anywhere
on your phone, tablet, and TV

Available only in the U.S. (excl. Puerto Rico & U.S.V.I.). Req's compatible
device & data connection. Limited to 3 concurrent streams.



Access 70,000+ shows and movies On Demand

Requires subscription to top-tier PREMIER programming.
Other packages will have fewer shows and movies.

NFL SUNDAY TICKET only on DIRECTV

Watch every live out-of-market game, every Sunday afternoon
Out-of-market games only. Select int'l games excluded
Out-of-market games only. Select int'l games excluded.

Free Genie HD DVR upgrade

Store over 200 hours of HD recordings

DIRECTV STREAM: DIRECTV STREAM requires high speed internet. Recommend minimum 24 Mbps for optimal viewing (min 8 Mbps per stream). Limit 3 concurrent out-of-home DIRECTV streams. 8 Mbps per stream). Limit 3 concurrent out-of-home DIRECTV streams. Higher speeds recommended and 4K TV req'd for 4K streaming, where avail. from 3rd party apps (may require separate subscription).

**Limited 4K HDR programming available. CHOICE Pkg or higher required for most 4K HDR live sports. 4K HDR compatible equipment, minimum programming, 4K account authorization and professional installation required. If 4K TV does not support HDR, content will be viewable in standard 4K. Other conditions apply.

TWO WAYS TO OFFER DIRECTV PRODUCTS AND SERVICES

Choose the relationship model that works best for your business and start selling in just a couple of weeks.

Direct Relationship

Integrated order entry platform across all customer touchpoints:



The ISP connects via an integrated platform with DIRECTV systems and agents are trained to make video sales directly to customers.

Utilizes single customer-facing agent, direct systems integration, and full ownership of sales process with ability to optimize to fit sales flows.

Referral Program

External call center and/or online sales:



ISP completes internet sale and routes to external call center for video sale or utilizes a third-party online buy-flow for order completion.

Limited integration required, relatively quick onboarding and does not require ISP order fulfillment or ongoing customer support.

PREFERRED INTERNET PROVIDER (PIP) PROGRAM

Additionally, there is the potential to unlock the power of DIRECTV's distribution portfolio to sell your internet.

CUSTOMERS LOVE DIRECTV

INCREASED FLEXIBILITY WITH BOTH OTT AND SET-TOP BOX VIEWING OPTIONS

Customers have more options. DIRECTV offers a variety of video products and pricing packages to meet customer needs.

• • • **DIRECTV STREAM™:** Instant streaming connectivity via DIRECTV STREAM that marries with your internet solution. Customers can watch at home with our exclusive DIRECTV STREAM Device or compatible devices they already own.

• • • **DIRECTV:** Offers a secondary TV option for those who seek a more traditional satellite entertainment solution.

BECOME A DIRECTV AUTHORIZED DEALER

We'd love to talk to you about a dynamic relationship serving you and your customers' needs. It's as easy as 1, 2, 3.

1 Reach out to

2 Learn more about the program and discuss launch process

3 Sign up and come on board

Visit the **DIRECTV Business Manager website** for more information:
<http://tiny.cc/DTVExtBusMgr>