

DIRECTV

DIRECTV is seeking strategic dealers to sell DIRECTV video services to Multi-Dwelling Units (MDUs)

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

OFFER DIRECTV OR DIRECTV STREAMSM TO APARTMENTS, CONDOS, TOWNHOMES, GATED COMMUNITIES, AND OFF CAMPUS STUDENT HOUSING

DRIVE RECURRING REVENUE



DIRECTV offers premium video products that will improve sales opportunities and bolster recurring revenue.



Sell more by offering a broader suite of products and services, 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 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.

BEAM IT. STREAM IT

DIRECTV IS DOUBLING DOWN WITH TWO WAYS FOR MDU CUSTOMERS TO WATCH WHAT THEY LOVE

DIRECTVstream

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 7000+ apps you love like HBO Max, Netflix, and Amazon Prime on Google Play on our exclusive DIRECTV STREAM Device

Requires purchase of DIRECTV STREAM device (sold separately). Requires separate subscription/login for HBO Max, Netflix, Prime Video. Google login required. Restrictions apply. See amazon.com/amazonprime for details.

Stream on 20 devices at once in your home, including your TVs, tablets, smartphones and other connected devices

Minimum internet speed of 8Mbps per stream recommended for optimal viewing. All 20 DIRECTV streams must be on the same home network and a compatible router is required. Certain channels are excluded. Limit 3 concurrent out-of-home DIRECTV streams. Restrictions apply. See directv.com/20streams for details.

DIRECTV

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.

Free Genie HD DVR upgrade

Store over 200 hours of HD recordings

DIRECTV IS THE #1 SATELLITE TV SERVICE IN THE COUNTRY

Based on U.S. satellite subscriber data as of 2Q 2021.

SPORTS ARE ALWAYS IN SEASON

Your home to top sports networks including national, regional, and local sports channels like ESPN, FS1, NBC SN, Golf Channel and more

Requires CHOICE Package or above. RSNs are not available in all areas and may vary by ZIP code and package. Regional sports fees may be required.

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 TO MULTI-DWELLING UNIT RESIDENTS

Choose one or both options that work best for your business and start selling in just a couple of weeks.

DIRECT-TO-HOME (DTH)

- One dish solution – retail positioning
- No property commitment to monthly programming
- Residents choose and pay for their own programming and equipment
- Qualifying residents are eligible for national promotions
- DIRECTV bills residents for all selected services
- Property generally funds build out

BULK

Standard Digital Bulk

- One dish solution – amenity positioning-Property commits to desired programming package – Per Unit / Month
- Residents can upgrade to programming and choose equipment at time of order
- DIRECTV bills residents for all additional services and equipment
- Bulk billing options for 3rd party billing or direct bill
- Variable base package pricing for property size and opportunity
- Properties typically make money by charging amenities fee or increasing rent.
- -Dealer typically funds the build out, but charge a monthly maintenance fee.

DIRECTV Preloaded Bulk (DPL)

- One Dish Solution – high-end amenity positioning
- One time installation; receivers stay in the unit
- Choose between HD/DVR or Genie solution
- DIRECTV funds 2.5 average receivers per unit
- Residents get Instant On access
- Residents do not pay for equipment; must pay additional receiver fees if applicable
- Great for high churn properties
- Dealer typically funds the build out, but charge for additional receivers and monthly maintenance fee

PREFERRED INTERNET PROVIDER (PIP) PROGRAM

Additionally, the PIP Program increases the size of addressable market across multiple internet providers to deliver broadband services to your customers.

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 MDU customer needs.

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

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

BECOME A DIRECTV 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>