

SALES GUIDE

RESIDENTIAL | Effective 5.28.15–7.22.15



BIG TIME SAVINGS



Now **DIRECTV** customers will never miss a show again—even if they forgot to record!

HIGHLIGHTS

NEW

72 HOUR REWIND & RESTART

See page 2



LIMITED TIME

NATIONAL OFFER SAVINGS

Package offers starting at \$19.99/mo. for 12 months (plus add'l fees).* See pages 3, 6 and 8

FREE

GENIE® UPGRADE[^] for up to 4 rooms.

Power your whole home with one HD DVR! See pages 3, 6 and 8
Additional equipment required. Additional & Advanced Receiver fees apply.
Minimum 2-room setup for free Genie upgrade offer.



FREE

PREMIUM CHANNELS FOR 3 MONTHS

See pages 3, 6 and 8



PLUS

NATIONWIDE BUNDLES AND THE ULTIMATE ENTERTAINMENT EXPERIENCE

See pages 2 and 7

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

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

DIRECTV Delivers the Best Technology!

72 Hour Rewind & Restart



Now customers don't need to worry if they miss the original broadcast of a show or forget to set their DVRs to record. It's easier than ever to catch up on shows they missed.



Now customers can **reverse time and watch** shows that aired **any time in the last 72 hours**.

Here's how customers can access this feature:

- Look for the **PLUS** icon near the channel number in the guide.
- Press **SELECT** on the remote.
- Navigate to **MISSED IT? WATCH NOW!** and press **SELECT**.
- All On Demand content from the last 7 days will appear in chronological order.



Customers can **restart shows** that are **already in progress** and watch **from the very beginning**.

Here's how customers can restart a show:

- Look for the **RESTART** arrow in the channel guide.
- Press **SELECT** to choose the show in progress.
- Press the **REWIND** button and the show will start over.
- Customer can restart after the first two minutes and up to the last few seconds of the program.
- "Restarted" content cannot be fast-forwarded or recorded.

Features available on select channels. Internet-connected HD DVR (model HR20 or later) required.*

Genie Whole-Home HD DVR Features & Benefits

Show customers how to get the most out of their DIRECTV service with Genie and Advanced Receiver Service features.

- DIRECTV On Demand**
Instant access to thousands of titles, at no extra charge¹
Additional fees required for new releases.

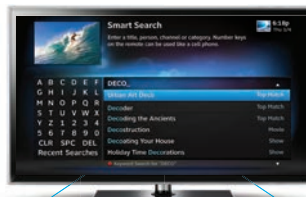


Game of Thrones[®]
on HBO[®]

- GENIE**
Eliminate messy cable wires and boxes, for a full HD DVR experience on every TV without clutter in every room²
Add'l equipment required. Add'l & Advanced Receiver fees apply.



- HI-DEF GUIDE**
Lightning-fast scrolling and smarter searching³



Lightning-fast scrolling. Even 14 days out.

Every movie from every channel. All in one place.

What's on NOW? With one click, see what's currently on.

- DIRECTV™ Tablet App**
Watch live TV anywhere in your home⁴



- DIRECTV's TV Apps**
Access apps like Facebook, Twitter and Pandora[®] right on your TV⁵



*Restart/Rewind features compatible with Genie Minis. For Restart to work, show must be airing for at least 2 minutes. Visit directv.com for details.

1 Access to available DIRECTV On Demand programming is based on package selection. Actual number of titles will vary. Some DIRECTV CINEMA and On Demand content requires an HD DVR (HR20 or later) or DVR (R22 or later), DIRECTV CINEMA Connection Kit (\$25) and broadband Internet service with speeds of 750 kbps or higher, and a network router with an available Ethernet port. Visit directv.com/cinema for details. 2 Requires one TV connected to a Genie HD DVR and a Wireless Genie Mini for each additional TV. Limit three remote viewings per Genie HD DVR at a time. Not available on the television which is connected to the Genie HD DVR. Actual range of wireless signal varies and may be affected by several factors including, but not limited to: home construction materials, obstructions, electromagnetic interference and other environmental factors. Connections of Wireless Genie Mini to TV and power source are required. For residential use in a single household only. 3 On-Screen Guide available on all HD DVR and HD Receivers (model H21 and later). Number of HD channels varies by package. To view guide in 1080p, the following are required: a DIRECTV Plus HD DVR Receiver (model HR20 or later) or HD Receiver (model H21 or later), an HDMI cable connecting the receiver and the television, and a high-definition 1080p24 television. Not all models are compatible. 4 Remote control and live TV require a Wi-Fi connection to your home network. Remote control and live TV require DIRECTV Plus HD DVR (models HR20, HR21, HR22, HR23, HR24), DIRECTV Plus DVR model R22, or DIRECTV HD Receiver (models H21, H23, H24, H25) connected to your home broadband Internet network. Available for customers in the USA only. 5 TV Apps require a DIRECTV Plus HD DVR Receiver (HR20 or later model), DIRECTV Plus DVR Receiver (R22 model) or a DIRECTV HD Receiver (H21, H23, H24, H25) and Internet connection. HBO[®] and related channels and service marks are the property of Home Box Office, Inc. Additional subscription required. WAYWARD PINES: ©2015 Bluebush Productions, LLC. All Rights Reserved.

General Market Offers

	SELECT™ Package OVER 145 CHANNELS	ENTERTAINMENT Package OVER 150 CHANNELS	CHOICE™ Package OVER 175 CHANNELS	XTRA Package OVER 220 CHANNELS	ULTIMATE Package OVER 240 CHANNELS	PREMIER™ Package OVER 315 CHANNELS
NATIONAL OFFER	\$49.99/mo.: Regular Price -\$20.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)	\$59.99/mo.: Regular Price -\$25.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)	\$70.99/mo.: Regular Price -\$31.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)	\$77.99/mo.: Regular Price -\$33.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)	\$86.99/mo.: Regular Price -\$37.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)	\$136.99/mo.: Regular Price -\$37.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)
	FOR \$10/MO. INSTANT SAVINGS, ENROLLMENT IN AUTO BILL PAY IS REQUIRED AT POINT OF SALE. AUTO BILL PAY IS NOT REQUIRED FOR 02 LITE OFFERS. If Auto Bill Pay is not selected at point of sale, customer will be eligible to receive \$5/mo. instant savings for 12 months.					
ADDITIONAL SAVINGS	\$19.99^{MO.} FOR 12 MONTHS with 24-month agreement** plus add'l fees.	\$24.99^{MO.} FOR 12 MONTHS with 24-month agreement** plus add'l fees.	\$29.99^{MO.} FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports fee applies in certain markets.	\$34.99^{MO.} FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports fee applies in certain markets.	\$39.99^{MO.} FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports fee applies in certain markets.	\$89.99^{MO.} FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports fee applies in certain markets.
	2015 NFL SUNDAY TICKET with NFL SUNDAY TICKET MAX upgrade			INCLUDED at no extra charge† Sports subscriptions auto-renew each season. 		
ADVANCED PRODUCT OFFER	3 FREE MONTHS: HBO® SHOWTIME starz CINEMAX Premiums roll to \$50.99/mo. at month 4.					PREMIUMS INCLUDED: 
	4 FREE UPGRADES: 1 GENIE® HD DVR & UP TO 3 GENIE MINIS; OR 4 HD RECEIVERS; OR SELECT 1 GENIE HD DVR & UP TO 3 WIRELESS GENIE MINIS FOR ONLY \$99: <small>Low-risk customers only. Medium- and high-risk customers pay \$99 for Genie HD DVR and get up to 3 Genie Mini lease upgrades free; OR get 4 free AP lease upgrades (HD DVR+3 HD Receivers or 4 HD Receivers); OR pay \$99 for Genie HD DVR & get up to 3 Wireless Genie Mini lease upgrades for an additional \$99. Minimum 2-room setup required for free Genie HD DVR upgrade. \$99 fee applies for one-room Genie setup; OR low-risk customers receive free HD DVR.</small>					
ADDITIONAL FEES	genieGO Add a GenieGO™ device for \$99 (after \$50 instant rebate; normally \$149) when customer takes a Genie HD DVR.**					
	FREE STANDARD PROFESSIONAL INSTALLATION: SELECT Package and above: In up to 4 rooms. FREE DIRECTV CINEMA® CONNECTION KIT For all non-fee HD DVR customers					
PROTECTION PLAN	<ul style="list-style-type: none"> ■ ADVANCED RECEIVER SERVICE: \$15/mo. (Required for all HD DVRs, Genie HD DVR and TiVo® HD DVRs) ■ TIVO® SERVICE: \$5/mo. (In addition to the Advanced Receiver fee of \$15/mo. Required for all TiVo® HD DVRs.) ✓ TiVo® HD DVRs do not work with: Whole-Home DVR, iPad® App (DVR Scheduler only), TV Apps, 3D Programming, GenieGO, GameSearch™, Spanish UI, DIRECTV2PC™ video streaming, DIRECTV CINEMA (satellite downloads) ■ EQUIPMENT FEES: HD Receiver: \$99 Genie Mini: \$99 HD DVR & TiVo® HD DVR: \$199 Genie HD DVR: \$299 GenieGO: \$149 Wireless Genie Mini/Wireless Video Bridge: \$198 Each Additional Wireless Genie Mini: \$99 ■ TV FEE: A \$6.50/mo. fee applies for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on your account. ■ REGIONAL SPORTS FEE: In certain markets, a Regional Sports fee of up to \$5.64/mo. will be assessed with CHOICE Package and above. 					
	DIRECTV™ PROTECTION PLAN: Upgrade and protect your customer's DIRECTV® System for only \$7.99/mo.‡					
PREMIUM CHANNELS	ADD MONTHLY PREMIUMS: 1 = \$13.99 (\$17.99 for HBO) 2 = \$25.99 (\$30.99 with HBO) 3 = \$36.99 (\$41.99 with HBO) 4 = \$45.99 (\$50.99 with HBO) 5 = \$57.99 (Recommend PREMIER to XTRA and ULTIMATE customers)					PREMIUMS INCLUDE: 

EN ESPAÑOL ADD-ON PACKAGES

Customers can get the best of both worlds with an En Español Add-On Package.

STARTING AT ONLY **\$4.99** MO.

DIRECTV® DEPORTES Package 6 CHANNELS IN SPANISH \$4.99 MO. FOR THE ULTIMATE SPORTS FANATIC	MÉXICO PLUS™ Package OVER 20 CHANNELS IN SPANISH \$7.99 MO. MAXIMUM MEXICAN PROGRAMMING	AMÉRICAS PLUS™ Package OVER 25 CHANNELS IN SPANISH \$7.99 MO. TOP CARIBBEAN, CENTRAL AND SOUTH AMERICAN PROGRAMMING	EN ESPAÑOL Package OVER 60 CHANNELS IN SPANISH \$14.99 MO. TOP-TIER PROGRAMMING FROM 17 SPANISH-SPEAKING COUNTRIES
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ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT.** Offers extended through 7/22/15. Credit card required (except in MA & PA). New approved customers only (lease required). \$19.95 Handling & Delivery fee may apply. Applicable use tax adjustment may apply on the retail value of the installation. Programming, pricing and offers are subject to change and may vary in certain markets. Some offers may not be available through all channels and in select areas.

*BILL CREDIT/PROGRAMMING OFFER: IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVAILING RATES. Three free months of HBO, STARZ, SHOWTIME and Cinemax with SELECT, ENTERTAINMENT, CHOICE, XTRA and ULTIMATE Packages, a \$152.97 value. LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers.

†DIRECTV PROTECTION PLAN: Limitations and exclusions apply. Please see terms and conditions at directv.com/protection for complete program details. Asurion Service Plans, Inc. and Asurion Service Plans of Florida, Inc. are the obligors of the DIRECTV PROTECTION PLAN.

SEE PAGE 8 FOR FULL OFFER DETAILS.

DIRECTV Channel Lineups

SELECT™ PACKAGE

Over 145 channels, including local channels (in SD and HD) available in over 99% of U.S. households¹: ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets).

REGULAR PRICE **\$49.99** mo.

A&E	HD 265	Celebrity Shopping Network	95/223	EVINE	73/316	INSP	364	pivot	267	Trinity Broadcasting Network (TBN)	372
ABC Family	HD 311	Church Channel	371	EWTN	370	Investigation Discovery	HD 285	Pursuit Channel	604	truTV	HD 246
AMC	HD 254	CMT	HD 327	Food Network	HD 231	Jewelry Television	72/313	OVC	HD 275/317	TV Land	HD 304
America's Auction Network	324	CNBC	HD 355	FOX News Channel	HD 360	Jewish Life Television²	366	OVC Plus	315	Univision (East)	HD 402
Animal Planet	HD 282	CNN	HD 202	Free Speech TV²	348	Lifetime	HD 252	ReelzChannel	HD 238	Uplift	379
Aqui³	401	Comedy Central	HD 249	FX	HD 248	Link TV	375	RFD-TV	345	USA Network	HD 242
AUDIENCE®	HD 239/101	C-SPAN	350	Galavisión	HD 404	Liquidation Channel	226	Rocks TV	263	Velocity (HD only)²	HD 281
AXS TV (HD only)²	HD 340	C-SPAN2	351	GEB America²	363	MAVTV	214	Sale	319	VH1	HD 335
BabyFirst TV²	293	CTN	376	GEM Shopping Network	228	MSNBC	HD 356	Shopping Network	309	Vme³	440
BBC America	HD 264	Daystar	369	GOD TV²	365	MTV	HD 331	Son Life Broadcasting Network	344	WE tv	HD 260
BET	HD 329	DIRECTV CINEMA Screening Room	100/125	Hallmark Channel	HD 312	MTV2	HD 333	Spike	HD 241	WeatherNation	HD 361
Bloomberg TV	HD 353	Discovery	HD 278	Hallmark Movies & Mysteries (HD only)²	HD 565	NASA TV²	352	Sfy	HD 244	The Word Network	373
Bravo	HD 237	Disney Channel (East)	HD 290	HGTV	HD 229	National Geographic Channel	HD 276	TBS	HD 247	World Harvest Television (WHT)	367
BYUtv	374	Disney Channel (West)	291	HISTORY	HD 269	Nick Jr.	301	TCM	HD 256	SonicTap Music Channels³-58	
CANAL ONCE³	447	Disney Junior	HD 289	HITN TV³	461	Nickelodeon/Nick at Nite (East)	HD 299	TCT Network	377		
Cartoon Network (East)	HD 296	Disney XD	HD 292	HLN	HD 204	Nickelodeon/Nick at Nite (West)	300	TeenNick	303		
Cartoon Network (West)	297	E!	HD 236	Hope Channel²	368	NRB	378	TLC	HD 280		
CCTV News²	219	Enlace²	448	HSN	240	Ovation	HD 274	TNT	HD 245		

ENTERTAINMENT PACKAGE

Over 150 channels, including local channels (in SD and HD) available in over 99% of U.S. households¹: ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets). Includes most channels in SELECT, plus the channels shown in BOLD.

REGULAR PRICE **\$59.99** mo.

A&E	HD 265	Celebrity Shopping Network	95/223	ESPN	HD 206	HLN	HD 204	Nickelodeon/Nick at Nite (West)	300	TeenNick	303
ABC Family	HD 311	Church Channel	371	ESPN2	HD 209	Hope Channel²	368	NRB	378	TLC	HD 280
AMC	HD 254	CMT	HD 327	EVINE	73/316	HSN	240	Ovation	HD 274	TNT	HD 245
America's Auction Network	324	CNBC	HD 355	EWTN	370	INSP	364	pivot	267	Trinity Broadcasting Network (TBN)	372
Animal Planet	HD 282	CNN	HD 202	Food Network	HD 231	Investigation Discovery	HD 285	Pursuit Channel	604	truTV	HD 246
Aqui³	401	Comedy Central	HD 249	FOX News Channel	HD 360	Jewelry Television	72/313	OVC	HD 275/317	TV Land	HD 304
AUDIENCE®	HD 239/101	C-SPAN	350	FOX Sports 1	HD 219	Jewish Life Television²	366	OVC Plus	315	Univision (East)	HD 402
AXS TV (HD only)²	HD 340	C-SPAN2	351	Free Speech TV²	348	Lifetime	HD 252	ReelzChannel	HD 238	Uplift	379
BabyFirst TV²	293	CTN	376	FX	HD 248	Link TV	375	RFD-TV	345	USA Network	HD 242
BBC America	HD 264	Daystar	369	Galavisión	HD 404	Liquidation Channel	226	Rocks TV	263	Velocity (HD only)²	HD 281
BET	HD 329	DIRECTV CINEMA Screening Room	100/125	GEB America²	363	MAVTV	214	Sale	319	VH1	HD 335
Bloomberg TV	HD 353	Discovery	HD 278	GEM Shopping Network	228	MSNBC	HD 356	Shopping Network	309	Vme³	440
Bravo	HD 237	Disney Channel (East)	HD 290	GOD TV²	365	MTV	HD 331	Son Life Broadcasting Network	344	WE tv	HD 260
BYUtv	374	Disney Channel (West)	291	Hallmark Channel	HD 312	MTV2	HD 333	Spike	HD 241	WeatherNation	HD 361
CANAL ONCE³	447	Disney Junior	HD 289	Hallmark Movies & Mysteries (HD only)²	HD 565	NASA TV²	352	Sfy	HD 244	The Word Network	373
Cartoon Network (East)	HD 296	Disney XD	HD 292	HGTV	HD 229	National Geographic Channel	HD 276	TBS	HD 247	World Harvest Television (WHT)	367
Cartoon Network (West)	297	E!	HD 236	HISTORY	HD 269	Nick Jr.	301	TCM	HD 256	SonicTap Music Channels³-58	
CCTV News²	219	Enlace²	448	HITN TV³	461	Nickelodeon/Nick at Nite (East)	HD 299	TCT Network	377		

CHOICE™ PACKAGE

Over 175 channels, including local channels (in SD and HD) available in over 99% of U.S. households¹: ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets). Includes most channels in ENTERTAINMENT, plus the channels shown in BOLD.



2015 INCLUDED

Regional Sports fee applies in certain markets!

REGULAR PRICE **\$70.99** mo.

A&E	HD 265	CMT	HD 327	ESPNU	HD 208	HSN	240	Nickelodeon/Nick at Nite (East)	HD 299	TeenNick	303
ABC Family	HD 311	CNBC	HD 355	EVINE	73/316	IFC	HD 564	Nickelodeon/Nick at Nite (West)	300	TLC	HD 280
Al Jazeera America	347	CNBC World	357	EWTN	370	INSP	364	Nicktoons	302	TNT	HD 245
AMC	HD 254	CNN	HD 202	Food Network	HD 231	Investigation Discovery	HD 285	NRB	378	Travel Channel	HD 277
America's Auction Network	324	Comedy Central	HD 249	FOX Business Network	HD 359	ION Television (East)	HD 305	OWN (Oprah Winfrey Network)	HD 279	Trinity Broadcasting Network (TBN)	372
Animal Planet	HD 282	Cooking Channel	HD 232	FOX News Channel	HD 360	ION Television (West)	306	POP	273	truTV	HD 246
Aqui³	401	C-SPAN	350	FOX Sports 1	HD 219	Jewelry Television	72/313	Pursuit Channel	604	TV Land	HD 304
AUDIENCE®	HD 239/101	C-SPAN2	351	Free Speech TV²	348	Jewish Life Television²	366	OVC	HD 275/317	TV One	328
AXS TV (HD only)²	HD 340	CTN	376	Fuse	339	Lifetime	HD 252	OVC Plus	315	UniMás	HD 408
BabyFirst TV²	293	Daystar	369	Fusion (HD only)²	HD 342	Link TV	375	ReelzChannel	HD 238	Univision (East)	HD 402
BBC America	HD 264	DIRECTV CINEMA Screening Room	100/125	FX	HD 248	Liquidation Channel	226	RFD-TV	345	UP	338
BET	HD 329	DIRECTV HD SPORTSMIX®	HD 205/600	Galavisión	HD 404	LMN	HD 253	Rocks TV	263	Uplift	379
Bloomberg TV	HD 353	Discovery	HD 278	GEB America²	363	MAVTV	214	Sale	319	USA Network	HD 242
Bravo	HD 237	Disney Channel (East)	HD 290	GEM Shopping Network	228	MLB Network	HD 213	Science	HD 284	Velocity (HD only)²	HD 281
BTN	HD 610	Disney Channel (West)	291	GOD TV²	365	MSNBC	HD 356	SEC Network	HD 611	VH1	HD 335
BYUtv	374	Disney Junior	HD 289	GSN	233	MTV	HD 331	Shopping Network	309	Vme³	440
CANAL ONCE³	447	Disney XD	HD 292	Hallmark Channel	HD 312	MTV2	HD 333	Son Life Broadcasting Network	344	WE tv	HD 260
Cartoon Network (East)	HD 296	E!	HD 236	HGTV	HD 229	NASA TV²	352	Spike	HD 241	The Weather Channel	HD 362
Cartoon Network (West)	297	Enlace²	448	HISTORY	HD 269	National Geographic Channel	HD 276	Sfy	HD 244	WeatherNation	HD 361
CCTV News²	219	ESPN	HD 206	HITN TV³	461	NBC Sports Network	HD 220	TBS	HD 247	The Word Network	373
Celebrity Shopping Network	95/223	ESPN2	HD 209	HLN	HD 204	NFL Network	HD 212	TCM	HD 256	World Harvest Television (WHT)	367
Church Channel	371	ESPNEWS	HD 207	Hope Channel²	368	Nick Jr.	301	TCT Network	377	SonicTap Music Channels³-60	

XTRA PACKAGE

Over 220 channels, including local channels (in SD and HD) available in over 99% of U.S. households¹: ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets). Includes all channels in CHOICE, plus the channels shown in BOLD.



2015 INCLUDED

Regional Sports fee applies in certain markets!

REGULAR PRICE **\$77.99** mo.

A&E	HD 265	CNBC	HD 355	EWTN	370	HSN	240	Nickelodeon/Nick at Nite (East)	HD 299	TeenNick	303
ABC Family	HD 311	CNBC World	357	Food Network	HD 231	IFC	HD 564	Nickelodeon/Nick at Nite (West)	300	Tennis Channel	HD 217
Al Jazeera America	347	CNN	HD 202	FOX Business Network	HD 359	INSP	364	Nicktoons	302	TLC	HD 280
AMC	HD 254	Comedy Central	HD 249	FOX News Channel	HD 360	Investigation Discovery	HD 285	NRB	378	TNT	HD 245
American Heroes	287	Cooking Channel	HD 232	FOX Sports 1	HD 219	ION Television (East)	HD 305	Ovation	HD 274	Travel Channel	HD 277
America's Auction Network	324	C-SPAN	350	FOX Sports 2	HD 618	ION Television (West)	306	OWN (Oprah Winfrey Network)	HD 279	Trinity Broadcasting Network (TBN)	372
Animal Planet	HD 282	C-SPAN2	351	Free Speech TV²	348	Jewelry Television	72/313	Oxygen	251	truTV	HD 246
Aqui³	401	CTN	376	Fuse	339	Jewish Life Television²	366	pivot	267	TV Land	HD 304
AUDIENCE®	HD 239/101	Daystar	369	Fusion (HD only)²	HD 342	Lifetime	HD 252	POP	273	TV One	328
AXS TV (HD only)²	HD 340	Destination America	HD 286	FX	HD 248	Link TV	375	Pursuit Channel	604	TVG	602
BabyFirst TV²	293	DIRECTV CINEMA Screening Room	100/125	FX Movie Channel	258	Liquidation Channel	226	OVC	HD 275/317	UniMás	HD 408
BBC America	HD 264	DIRECTV HD SPORTSMIX®	HD 205/600	FX	HD 259	LMN	HD 253	OVC Plus	315	Univision (East)	HD 402
BBC World News (HD only)²	HD 346	Discovery	HD 278	fyi	HD 266	Logo	272	ReelzChannel	HD 238	UP	338
BET	HD 329	Discovery Family Channel	294	Galavisión	HD 404	MAVTV	214	RFD-TV	345	Uplift	379
Bloomberg TV	HD 353	Discovery Life	261	GEB America²	363	MLB Network	HD 213	Rocks TV	263	USA Network	HD 242
Bravo	HD 237	Disney Channel (East)	HD 290	GEM Shopping Network	228	MSNBC	HD 356	Sale	319	Velocity (HD only)²	HD 281
BTN	HD 610	Disney Channel (West)	291	GOD TV²	365	MTV	HD 331	Science	HD 284	VH1	HD 335
BYUtv	374	Disney Junior	HD 289	Golf Channel	HD 218	MTV2	HD 333	SEC Network	HD 611	VH1 Classic	HD 337
CANAL ONCE³	447	Disney XD	HD 292	Great American Country (GAC)	326	NASA TV²	352	Shopping Network	309	Vme³	440
Cartoon Network (East)	HD 296	DIY Network	293	GSN	233	Nat Geo WILD	HD 283	Son Life Broadcasting Network	344	WE tv	HD 260
Cartoon Network (West)	297	E!	HD 236	H2	HD 271	National Geographic Channel	HD 276	Spike	HD 241	The Weather Channel	HD 362
CBS Sports Network	HD 211	Enlace²	448	Hallmark Channel	HD 312	NBA TV	HD 216	Sportsman Channel	605	WeatherNation	HD 361
CCTV News²	219	ESPN	HD 206	HGTV	HD 229	NBC Sports Network	HD 220	SundanceTV	HD 557	WGN America	HD 307
Centric	330	ESPN2	HD 209	HISTORY	HD 269	NBC Universo³	HD 410	Sfy	HD 244	The Word Network	373
Celebrity Shopping Network	95/223	ESPNEWS	HD 207	HITN TV³	461	NFL Network	HD 212	TBS	HD 247	World Harvest Television (WHT)	367
Church Channel	371	ESPNU	HD 208	HLN	HD 204	NHL Network	HD 215	TCM	HD 256	SonicTap Music Channels³-77	
CMT	HD 327	EVINE	73/316	Hope Channel²	368	Nick Jr.	301	TCT Network	377		

ULTIMATE PACKAGE

Over 240 top channels, including local channels (in SD and HD) available in over 99% of U.S. households¹: ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets). Includes all channels in XTRA, plus the channels shown in BOLD.



REGULAR PRICE **\$86.99** mo.
Regional Sports fee applies in certain markets!

A&E	HD 265	CNBC	HD 355	Entlace ³	448	HISTORY	HD 269	NFL Network	HD 212	TCT Network	377
ABC Family	HD 311	CNBC World	357	ESPN	HD 206	HITN TV ⁴	461	NHL Network	HD 215	TeenNick	303
Al Jazeera America	347	CNN	HD 202	ESPN2	HD 209	HLN	HD 204	Nick Jr.	301	Tennis Channel	HD 217
AMC	HD 254	Comedy Central	HD 249	ESPNEWS	HD 207	Hope Channel ²	368	Nickelodeon/Nick at Nite (East)	HD 299	TLC	HD 280
American Heroes	287	Cooking Channel	HD 232	ESPNNU	HD 208	HSN	240	Nickelodeon/Nick at Nite (West)	300	TNT	HD 245
America's Auction Network	324	C-SPAN	350	Esquire Network	235	IFC	HD 564	Nicktoons	302	Travel Channel	HD 277
Animal Planet	HD 282	C-SPAN2	351	EVINE	73/316	INSP	364	NRB	378	Trinity Broadcasting Network (TBN)	372
Aqui ³	401	CTN	376	EWTN	370	Investigation Discovery	HD 285	Ovation	HD 274	truTV	HD 246
AUDIENCE ⁵	HD 239/101	Daystar	369	Food Network	HD 231	ION Television (East)	HD 305	OWN (Oprah Winfrey Network)	HD 279	TV Land	HD 304
AXS TV (HD only) ²	HD 340	Destination America	HD 286	FOX Business Network	HD 359	ION Television (West)	306	Oxygen	251	TV One	328
BabyFirst TV ¹	293	DIRECTV CINEMA Screening Room	100/125	FOX News Channel	HD 360	Jewelry Television	72/313	pivot	267	TVG	602
BBC America	HD 264	DIRECTV HD SPORTSMIX ⁶	HD 205/600	FOX Sports 1	HD 219	Jewish Life Television ²	366	POP	273	UniMás	HD 408
BBC World News (HD only) ²	HD 346	Discovery	HD 278	FOX Sports 2	HD 618	Lifetime	HD 252	Pursuit Channel	604	Univision Deportes Network	HD 455
BET	HD 329	Discovery Family Channel	294	Free Speech TV ²	348	Link TV	375	QVC	HD 275/317	Univision (East)	HD 402
Bloomberg TV	HD 353	Discovery Life	261	Fuse	339	Liquidation Channel	226	QVC Plus	315	UP	338
Boomerang	298	Disney Channel (East)	HD 290	Fusion (HD only) ²	HD 342	LMN	HD 253	ReelzChannel	HD 238	Uplift	379
Bravo	HD 237	Disney Channel (West)	291	FX	HD 248	Logo	272	RFD-TV	345	USA Network	HD 242
BTN	HD 610	Disney Junior	HD 289	FX Movie Channel	258	MAVTV	214	Rocks TV	263	Velocity (HD only) ²	HD 281
BYUtv	374	Disney XD	HD 292	FXX	HD 259	MLB Network	HD 213	Sale	319	VH1	HD 335
CANAL ONCE ²	447	DIY Network	HD 230	fyi	HD 266	THE MOVIE CHANNELTM EAST	HD 553	Science	HD 284	VH1 Classic	HD 337
Cartoon Network (East)	HD 296	El Rey	HD 236	Galavisión	HD 404	THE MOVIE CHANNELTM WEST	554	SEC Network	HD 611	Vme ³	440
Cartoon Network (West)	297	El Rey	341	GEB America ²	363	MSNBC	HD 356	Shopping Network	309	WE tv	HD 260
CBS Sports Network	HD 221	ENCORE East	HD 535	GEM Shopping Network	228	MTV	HD 331	Son Life Broadcasting Network	344	The Weather Channel	HD 362
CCTV News ³	2119	ENCORE West	536	GOD TV ²	365	MTV2	HD 333	Spike	HD 241	WeatherNation	HD 361
Celebrity Shopping Network	95/223	ENCORE Action	HD 541	Golf Channel	HD 218	NASA TV ²	352	Sportsman Channel	605	WGN America	HD 307
Centric	330	ENCORE Black	540	Great American Country (GAC)	326	Nat Geo WILD	HD 283	Sprout	295	The Word Network	373
Chiller	257	ENCORE Classic	537	GSN	233	National Geographic Channel	HD 276	SundanceTV	HD 557	World Harvest Television (WHT)	367
Church Channel	371	ENCORE Family	542	H2	HD 271	NBA TV	HD 216	Sfy	HD 244	SonicTap Music Channels² - 80	
Cloo	308	ENCORE Suspense	539	Hallmark Channel	HD 312	NBC Sports Network	HD 220	TBS	HD 247		
CMT	HD 327	ENCORE Westerns	538	HGTV	HD 229	NBC Universo ³	HD 410	TCM	HD 256		

PREMIERTM PACKAGE

Over 315 top channels, including local channels (in SD and HD) available in over 99% of U.S. households¹: ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets); with over 45 premium movie channels and over 35 specialty sports networks². Includes all channels in ULTIMATE, plus the channels shown in BOLD.



REGULAR PRICE **\$136.99** mo.
Regional Sports fee applies in certain markets!

A&E	HD 265	Comcast SportsNet Bay Area	HD 696	FOX Business Network	HD 359	HISTORY	HD 269	Outdoor Channel	606	SUN Sports	HD 653
ABC Family	HD 311	Comcast SportsNet California	HD 698	FOX News Channel	HD 360	HITN TV ⁴	461	Ovation	HD 274	SundanceTV	HD 557
Al Jazeera America	347	Comcast SportsNet Chicago	HD 665	FOX Sports 1	HD 219	HLN	HD 204	OWN (Oprah Winfrey Network)	HD 279	Sfy	HD 244
Altitude Sports	HD 681	Comcast SportsNet Mid-Atlantic	HD 642	FOX Sports 2	HD 618	Hope Channel ²	368	Oxygen	251	TBS	HD 247
AMC	HD 254	Comcast SportsNet New England	HD 630	Free Speech TV ²	348	HSN	240	pivot	267	TCM	HD 256
American Heroes	287	Comedy Central	HD 249	FSN Arizona	HD 686	IFC	HD 564	POP	273	TCT Network	377
America's Auction Network	324	Cooking Channel	HD 232	FSN Cincinnati	HD 661	INSP	364	Prime Ticket	HD 693	TeenNick	303
Animal Planet	HD 282	C-SPAN	350	FSN Detroit	HD 663	Investigation Discovery	HD 285	Pursuit Channel	604	Tennis Channel	HD 217
Aqui ³	401	C-SPAN2	351	FSN Florida	HD 654	ION Television (East)	HD 305	QVC	HD 275/317	Time Warner Cable Deportes	HD 458
AUDIENCE ⁵	HD 239/101	CTN	376	FSN Midwest	HD 671	ION Television (West)	306	QVC Plus	315	Time Warner Cable SportsNet	HD 691
AXS TV (HD only) ²	HD 340	Daystar	369	FSN North	HD 668	Jewelry Television	72/313	ReelzChannel	HD 238	TLC	HD 280
BabyFirst TV ¹	293	Destination America	HD 286	FSN Ohio	HD 660	Jewish Life Television ²	366	RFD-TV	345	TNT	HD 245
BBC America	HD 264	DIRECTV CINEMA Screening Room	100/125	FSN San Diego	HD 694	Lifetime	HD 252	Rocks TV	263	Travel Channel	HD 277
BBC World News (HD only) ²	HD 346	DIRECTV HD SPORTSMIX ⁶	HD 205/600	FSN South	HD 646	Link TV	375	ROOT SPORTS Northwest	HD 687	Trinity Broadcasting Network (TBN)	372
beIN SPORTS	HD 620	Discovery	HD 278	FSN Southwest	HD 676	Liquidation Channel	226	ROOT SPORTS Pittsburgh	HD 659	truTV	HD 246
BET	HD 329	Discovery Family Channel	294	FSN West	HD 692	LMN	HD 253	ROOT SPORTS Rocky Mountain	HD 683	TV Land	HD 304
Bloomberg TV	HD 353	Discovery Life	261	Fuse	339	Logo	272	ROOT SPORTS Southwest	HD 674	TV One	328
Boomerang	298	Disney Channel (East)	HD 290	Fusion (HD only) ²	HD 342	Longhorn Network⁵	HD 677	Sale	319	TVG	602
Bravo	HD 237	Disney Channel (West)	291	FX	HD 248	MASN	HD 640	Science	HD 284	UniMás	HD 408
BTN	HD 610	Disney Junior	289	FX Movie Channel	258	MAVTV	214	SEC Network	HD 611	Universal Sports	625
BYUtv	374	Disney XD	HD 292	FXX	HD 259	MLB Network	HD 213	Shopping Network	309	Univision Deportes Network	HD 455
CANAL ONCE ²	447	DIY Network	HD 230	fyi	HD 266	THE MOVIE CHANNELTM EAST	HD 553	SHOWTIME[®] EAST	HD 545	Univision (East)	HD 402
Cartoon Network (East)	HD 296	El Rey	HD 236	Galavisión	HD 404	THE MOVIE CHANNELTM WEST	554	SHOWTIME[®] WEST	HD 546	UP	338
Cartoon Network (West)	297	El Rey	341	GEB America ²	363	THE MOVIE CHANNELTM XTRA (HD only)²	HD 555	SHOWTIME 2[®]	HD 547	Uplift	379
CBS Sports Network	HD 221	ENCORE East	HD 535	GEM Shopping Network	228	MSG	HD 634	SHOWTIME BEYOND[®] (HD only)²	HD 550	USA Network	HD 242
CCTV News ³	2119	ENCORE West	536	GOD TV ²	365	MSG+	HD 635	SHOWTIME EXTREME[®]	HD 549	Velocity (HD only) ²	HD 281
Celebrity Shopping Network	95/223	ENCORE Action	HD 541	Golf Channel	HD 218	MSNBC	HD 356	SHOWTIME NEXT[®] (HD only)²	HD 551	VH1	HD 335
Centric	330	ENCORE Black	540	Great American Country (GAC)	326	MTV	HD 331	SHOWTIME[®] SHOWCASE	HD 548	VH1 Classic	HD 337
Chiller	257	ENCORE Classic	537	GSN	233	MTV2	HD 333	SHOWTIME WOMEN[®] (HD only)²	HD 552	Vme ³	440
Church Channel	371	ENCORE Family	542	H2	HD 271	NASA TV ²	352	SNY	HD 639	WE tv	HD 260
Cinemax (HD only)²	HD 523	ENCORE Suspense	539	Hallmark Channel	HD 312	Nat Geo WILD	HD 283	Son Life Broadcasting Network	344	The Weather Channel	HD 362
Cinemax East	HD 515	ENCORE Westerns	538	Hallmark Movies & Mysteries (HD only)²	HD 565	National Geographic Channel	HD 276	Spike	HD 241	WeatherNation	HD 361
Cinemax West	HD 516	Entlace ³	448	HBO East	HD 501	NBA TV	HD 210	Sportsman Channel	605	WGN America	HD 307
5StarMAX East (HD only)²	HD 520	ESPN	HD 206	HBO West	HD 504	NBC Sports Network	HD 649	SportSouth	HD 649	The Word Network	373
ActionMAX East (HD only)²	HD 519	ESPN Classic	614	HBO2 East	HD 502	NBC Universo ³	HD 410	SportsTime Ohio	HD 662	World Harvest Television (WHT)	367
MoreMAX²	HD 517	ESPN2	HD 209	HBO2 West	HD 505	NESN	HD 628	Sprout	295	YES Network⁴	HD 631
MovieMAX East (HD only)²	HD 521	ESPNEWS	HD 207	HBO Comedy (HD only)²	HD 506	NFL Network	HD 212	STARZ East	HD 527	SonicTap Music Channels² - 84	
ThrillerMAX (HD only)²	HD 522	ESPNNU	HD 208	HBO Family East	HD 507	NHL Network	HD 215	STARZ West	HD 528		
Cloo	308	Esquire Network	235	HBO Family West	508	Nick Jr.	301	STARZ Cinema (HD only)²	HD 531		
CMT	HD 327	EVINE	73/316	HBO Latino	HD 511	Nickelodeon/Nick at Nite (East)	HD 299	STARZ Comedy (HD only)²	HD 526		
CNBC	HD 355	EWTN	370	HBO Signature	HD 503	Nickelodeon/Nick at Nite (West)	300	STARZ Edge²	HD 529		
CNBC World	357	FLIX[®]	556	HBO Zone (HD only)²	HD 509	Nicktoons	302	STARZ In Black²	HD 530		
CNN	HD 202	Food Network	HD 231	HGTV	HD 229	NRB	378	STARZ Kids & Family (HD only)²	HD 525		

EN ESPAÑOL ADD-ON PACKAGES

Add even more Spanish-language entertainment and international sports to any General Market Base Package. See page 6.

STARTING AT ONLY **\$4.99** mo.

Add DIRECTV[®] HD EXTRA PACK for just \$4.99/mo. (HD equipment required). [†]In certain markets, a Regional Sports fee of up to \$5.64/mo. will be assessed with CHOICE[™] Package and above.

HD To access DIRECTV HD programming, HD equipment required. Number of HD channels varies by package selection.

ALL PROGRAMMING AND PRICING SUBJECT TO CHANGE AT ANY TIME.

Lineups effective as of 4/23/15. Get updates at directv.com/channels. 1 Eligibility for local channels based on service address. Visit directv.com/locals and directv.com to see what is available in your area. To find out if HD locals are available in your area, visit directv.com/hdlocals. 2 Requires HD equipment. 3 Requires a DIRECTV Multi-Satellite System. 4 Blackout restrictions and other conditions apply to all sports programming. Professional and collegiate sports subscriptions sold separately. 5 Longhorn Network is available to Texas residents only with CHOICE Package or above. For residents outside of Texas, Longhorn Network is only available with PREMIER Package or as part of SPORTS PACK. 6 YES Network available as a local regional sports network 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. Programming, pricing, terms and conditions subject to change at any time. Pricing residential. Taxes not included.

En Español Offers

FOR SALES ASSOCIATES ONLY—NOT FOR CUSTOMERS

	MÁS LATINO® Package OVER 115 CHANNELS ■ Over 55 in Spanish¹ ■ Over 55 in English	ÓPTIMO MÁS™ Package OVER 195 CHANNELS ■ Over 70 in Spanish¹ ■ Over 120 in English	MÁS ULTRA™ Package OVER 235 CHANNELS ■ Over 75 in Spanish¹ ■ Over 155 in English	LO MÁXIMO™ Package OVER 340 CHANNELS ■ Over 95 in Spanish¹ ■ Over 245 in English
NATIONAL OFFER	\$36.99/mo.: Regular Price -\$12.00/mo.: National Offer Instant Savings	\$54.99/mo.: Regular Price -\$25.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)	\$71.99/mo.: Regular Price -\$32.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)	\$136.99/mo.: Regular Price -\$32.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)
	FOR \$10/MO. INSTANT SAVINGS, ENROLLMENT IN AUTO BILL PAY IS REQUIRED AT POINT OF SALE. AUTO BILL PAY IS NOT REQUIRED FOR 0Z LITE OFFERS. If Auto Bill Pay is not selected at point of sale, customer will be eligible to receive \$5/mo. instant savings for 12 months.			
ADDITIONAL SAVINGS	\$24.99* MO. FOR 12 MONTHS with 24-month agreement** plus add'l fees.	\$19.99* MO. FOR 12 MONTHS with 24-month agreement** plus add'l fees.	\$29.99* MO. FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports fee applies in certain markets.	\$94.99* MO. FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports fee applies in certain markets.
ADVANCED PRODUCT OFFER	3 FREE MONTHS: Premiums roll to \$50.99/mo. at month 4.		PREMIUMS INCLUDED: HBO, HBO LATINO, SHOWTIME, starz, CINEMAX, CINEMAX, SPORTS PACK	
	4 FREE UPGRADES: 1 GENIE® HD DVR & UP TO 3 GENIE MINIS; OR 4 HD RECEIVERS; OR SELECT 1 GENIE HD DVR & UP TO 3 WIRELESS GENIE MINIS FOR ONLY \$99.† Low-risk customers only. Medium- and high-risk customers pay \$99 for Genie HD DVR and get up to 3 Genie Mini lease upgrades free; OR get 4 free AP lease upgrades (HD DVR+3 HD Receivers or 4 HD Receivers); OR pay \$99 for Genie HD DVR & get up to 3 Wireless Genie Mini lease upgrades for an additional \$99. Minimum 2-room setup required for free Genie HD DVR upgrade. \$99 fee applies for one-room Genie setup; OR low-risk customers receive free HD DVR.			
ADDITIONAL FEES	genieGO Add a GenieGO™ device for \$99 (after \$50 instant rebate; normally \$149) when customer takes a Genie HD DVR.**			
	FREE STANDARD PROFESSIONAL INSTALLATION: MÁS LATINO: In up to 2 rooms; ÓPTIMO MÁS and above: In up to 4 rooms. FREE DIRECTV CINEMA® CONNECTION KIT For all non-fee HD DVR customers			
PROTECTION PLAN	<ul style="list-style-type: none"> ■ ADVANCED RECEIVER SERVICE: \$15/mo. (Required for all HD DVRs, Genie HD DVR and TiVo® HD DVRs) ■ TIVO® SERVICE: \$5/mo. (In addition to the Advanced Receiver fee of \$15/mo. Required for all TiVo® HD DVRs.) ✓ TiVo® HD DVRs do not work with: Whole-Home DVR, iPad® App (DVR Scheduler only), TV Apps, 3D Programming, GenieGO, GameSearch™, Spanish UI, DIRECTV2PC™ video streaming, DIRECTV CINEMA (satellite downloads) ■ EQUIPMENT FEES: HD Receiver: \$99 Genie Mini: \$99 HD DVR & TiVo® HD DVR: \$199 Genie HD DVR: \$299 GenieGO: \$149 Wireless Genie Mini/ Wireless Video Bridge: \$198 Each Additional Wireless Genie Mini: \$99 ■ TV FEE: A \$6.50/mo. fee applies for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on your account. ■ REGIONAL SPORTS FEE: In certain markets, a Regional Sports fee of up to \$5.64/mo. will be assessed with MÁS ULTRA Package and above. 			
	DIRECTV™ PROTECTION PLAN: Upgrade and protect your customer's DIRECTV® System for only \$7.99/mo.†			
PREMIUM CHANNELS	ADD MONTHLY PREMIUMS:		PREMIUMS INCLUDE:	
	1 = \$13.99 (\$17.99 for HBO) 2 = \$25.99 (\$30.99 with HBO) 3 = \$36.99 (\$41.99 with HBO)		4 = \$45.99 (\$50.99 with HBO) 5 = \$57.99 HBO, HBO LATINO, SHOWTIME, starz, CINEMAX, CINEMAX, SPORTS PACK	

DIRECTV is the undisputed leader in sports. Now the most important leagues in the world are on DIRECTV.



ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT.** Offers extended through 7/22/15. Credit card required (except in MA & PA). New approved customers only (lease required). \$19.95 Handling & Delivery fee may apply. Applicable use tax adjustment may apply on the retail value of the installation. Programming, pricing and offers are subject to change and may vary in certain markets. Some offers may not be available through all channels and in select areas. 1 Spanish channel counts include English-language broadcast channels with alternate Spanish audio.

*EN ESPAÑOL BILL CREDIT/PROGRAMMING OFFER: IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVAILING RATES. Three free months of HBO, STARZ, SHOWTIME and Cinemax with ÓPTIMO MÁS and MÁS ULTRA Packages, a \$152.97 value. LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers. †DIRECTV PROTECTION PLAN: Limitations and exclusions apply. Please see terms and conditions at directv.com/protection for complete program details. Asurion Service Plans, Inc. and Asurion Service Plans of Florida, Inc. are the obligors of the DIRECTV PROTECTION PLAN.

SEE PAGE 8 FOR FULL OFFER DETAILS.

Ultimate Bundles. Ultimate Savings.

Bundle with DIRECTV for the ultimate package



When you sell Bundles, you offer more savings and value, give customers what they want and build your business with high-quality customers.

Why sell the Bundle?

Great for your customers, great for your business!

- 93% of consumers are aware of and familiar with Bundles
- 1 out of every 2 consumers sought a Bundle of services, including pay TV
- You can offer your customers \$10 off their video bill each month for 12 months
- Bundle customers are quality customers as they are less likely to churn
- Get compensated for every Internet Bundle sale and earn even more when you bundle with AT&T or CenturyLink
- Sign up at <https://dlrcontract.directv.com/directvdealerBundles>



FAQs

Can I sell Bundles to existing DIRECTV subscribers even if I did not sell DIRECTV to the customer originally?

Yes. We encourage dealers to attach Bundles to both new and existing DIRECTV subscribers, although the increased compensation within the AT&T and CenturyLink footprint only applies to new DIRECTV customers. The base Bundle compensation does still apply to existing customers regardless of provider or footprint when sold through the DWS tool.

Will the customer receive one bill for both DIRECTV service and Internet/phone service?

Customers will receive two separate bills—one from DIRECTV and one from the Internet/phone provider.

Why should dealers sell Bundles through DIRECTV rather than directly through a Telco partnership?

- DIRECTV offers up to \$10/mo. Bundle discount for 12 months to customers only when the order is processed through DWS.
- DIRECTV requires only one system for all Bundle sales as opposed to going through a third party where there are two sales systems (or three in the case of CenturyLink).
- DIRECTV has a simplified comp plan regardless of speed or phone products sold (others are tiered based on monthly activations and products sold).

After I place a Bundle order, how can I check the status?

Dealers should call Retail Services to check on the status of a Bundle order.

Some dealers feel the process is cumbersome. How long does it take?

The entire sales process takes an average of 15 minutes, which includes time for discovery questions on broadband and phone usage to ensure customers are right-sized into the appropriate Bundle.

Is the compensation greater if I sell both Internet and phone services as opposed to only one product?

DIRECTV has a simple compensation plan with one commission amount regardless of which products are included in the Bundle. Whether dealers attach only Internet or phone, or Internet and phone, the compensation is the same.

Can a DIRECTV Bundle customer opt into a joint bill with a Telco?

Will the customer still receive the \$10 Bundle credits for 12 months?

AT&T, CenturyLink and Verizon all offer integrated billing for DIRECTV subscribers. Customers are able to opt into a joint bill at any time. However, customers should be aware that once opting into a joint bill, the \$10 for 12-month Bundle discount will be removed and replaced with a \$5 monthly discount.



International Offers

	<p>BASIC CHOICE™ Package Only available with addition of a WorldDirect® A La Carte Package OVER 105 CHANNELS</p>	<p>PREFERRED CHOICE™ Package Only available with addition of a WorldDirect® A La Carte Package OVER 150 CHANNELS</p>
NATIONAL OFFER	<p>EVERYDAY LOW PRICE</p> <p>\$17⁹⁹ MO. Plus add'l fees.</p>	<p>\$48.99/mo.: Regular Price -\$29.00/mo.: National Offer Instant Savings -\$10.00/mo.: Instant Savings (Low- and medium-risk customers only)</p> <p>FOR \$10/MO. INSTANT SAVINGS, ENROLLMENT IN AUTO BILL PAY IS REQUIRED AT POINT OF SALE. AUTO BILL PAY IS NOT REQUIRED FOR 02 LITE OFFERS. IF AUTO BILL PAY IS NOT SELECTED AT POINT OF SALE, CUSTOMER WILL BE ELIGIBLE TO RECEIVE \$5/MO. INSTANT SAVINGS FOR 12 MONTHS.</p> <p>\$9⁹⁹ MO. FOR 12 MONTHS with 24-month agreement** plus add'l fees.</p>
ADD'L SAVINGS		<p>3 FREE MONTHS: HBO® SHOWTIME starz CINEMAX</p> <p>Premiums roll to \$50.99/mo. at month 4.</p>
ADVANCED PRODUCT OFFER	<p>NO HARDWARE REBATES AVAILABLE</p>	<p>4 FREE UPGRADES: 1 GENIE® HD DVR & UP TO 3 GENIE MINIS; OR 4 HD RECEIVERS; OR SELECT 1 GENIE HD DVR & UP TO 3 WIRELESS GENIE MINIS FOR ONLY \$99*</p> <p>Low-risk customers only. Medium- and high-risk customers pay \$99 for Genie HD DVR and get up to 3 Genie Mini lease upgrades free; OR get 4 free AP lease upgrades (HD DVR+3 HD Receivers or 4 HD Receivers); OR pay \$99 for Genie HD DVR & get up to 3 Wireless Genie Mini lease upgrades for an additional \$99. Minimum 2-room setup required for free Genie HD DVR upgrade. \$99 fee applies for one-room Genie setup; OR low-risk customers receive free HD DVR.</p> <p>genie GO Add a GenieGO™ device for \$99 (after \$50 instant rebate; normally \$149) when customer takes a Genie HD DVR.**</p>
	<p>FREE STANDARD PROFESSIONAL INSTALLATION: In up to 4 rooms. FREE DIRECTV CINEMA® CONNECTION KIT For all non-fee HD DVR customers</p>	
ADDITIONAL FEES	<ul style="list-style-type: none"> ■ ADVANCED RECEIVER SERVICE: \$15/mo. (Required for all HD DVRs, Genie HD DVR and TiVo® HD DVRs) ■ TIVO® SERVICE: \$5/mo. (In addition to the Advanced Receiver fee of \$15/mo. Required for all TiVo® HD DVRs.) ✓ TiVo® HD DVRs do not work with: Whole-Home DVR, iPad® App (DVR Scheduler only), TV Apps, 3D Programming, GenieGO, GameSearch™, Spanish UI, DIRECTV2PC™ video streaming, DIRECTV CINEMA (satellite downloads) ■ EQUIPMENT FEES: HD Receiver: \$99 Genie Mini: \$99 HD DVR & TiVo® HD DVR: \$199 Genie HD DVR: \$299 GenieGO: \$149 Wireless Genie Mini/Wireless Video Bridge: \$198 Each Additional Wireless Genie Mini: \$99 ■ TV FEE: A \$6.50/mo. fee applies for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on your account. 	
PROTECTION PLAN	<p>DIRECTV™ PROTECTION PLAN: Upgrade and protect your customer's DIRECTV® System for only \$7.99/mo.†</p>	
PREMIUM CHANNELS	<p>ADD MONTHLY PREMIUMS:</p> <p>1 = \$13.99 (\$17.99 for HBO) 2 = \$25.99 (\$30.99 with HBO) 3 = \$36.99 (\$41.99 with HBO)</p>	<p>PREMIUMS INCLUDE:</p> <p>HBO CINEMAX SPORTS PACK starz SHOWTIME</p>

WorldDirect® A La Carte Packages
Must be added to a base programming package. Channels in **bold** are exclusive to DIRECTV.

FILIPINO	
FilipinoDirect™	\$35.99/mo. ABS-CBN News Channel, BRO, Cinema One Global, DZMM, INCTV, GMA Life TV, GMA Pinoy TV, Lifestyle Network, MYX, MOR 101.9, TFC
TFCDirect™	\$26.99/mo. ABS-CBN News Channel, BRO, Cinema One Global, DZMM, INCTV, Lifestyle Network, MYX, MOR 101.9, TFC
PinoyDirect®	\$25.99/mo. GMA Pinoy TV, MYX, TFC
KOREAN	
KoreanDirect™ Golf	\$33.99/mo. Arirang TV, CTS, EBS, Golf Channel, KBS World, MBC, MBC Every1, MBN, National Geographic Channel Korea, Radio Korea, SBS, SBS Plus, TAN TV, tvN, YTN
KoreanDirect™	\$28.99/mo. Arirang TV, CTS, EBS, KBS World, MBC, MBC Every1, MBN, National Geographic Channel Korea, Radio Korea, SBS, SBS Plus, TAN TV, tvN, YTN
KoreanDirect™ Lite	\$19.99/mo. Arirang TV, CTS, KBS World, National Geographic Channel Korea, Radio Korea, SBS, YTN
VIETNAMESE	
VietDirect™ Plus	\$19.99/mo. HONVIETV, Little Saigon Radio, SBTN, TViet Network, Vien Thao, VGN TV, VietFace TV, Tai Seng Vietnam
SBTN A La Carte	\$14.99/mo.
RUSSIAN	
RussianDirect™ II	\$34.99/mo. Carousel, Channel One, Dom Kino, Muzika Pervogo, NTV America, Rossiya 24, RTR Planeta, RTVi, Vremya
RussianDirect™ Plus	\$29.99/mo. Channel One, Dom Kino, Muzika Pervogo, NTV America, Rossiya 24, RTR Planeta, RTVi
RussianDirect™	\$14.99/mo. Carousel, Channel One, Dom Kino, Muzika Pervogo, Vremya
Channel One A La Carte	\$14.99/mo.
RTR Planeta A La Carte	\$14.99/mo.
CHINESE	
MandarinDirect® III	\$16.99/mo. CBO, CCTV-4, Charming China, CTI Zhong Tian Channel, Jiangsu Satellite TV, Phoenix InfoNews, Phoenix North America
ChineseDirect™	\$12.99/mo. 88Films, 88TV, beIN SPORTS, CCTV-4, CCTV News, GZTV, iCable Financial Info News, iCable News, MLB Network, NBA TV, Phoenix Hong Kong Channel
BRAZILIAN	
BrazilianDirect™ I	\$29.99/mo. PFC, TV Globo
PFC A La Carte	\$19.99/mo.
TV Globo A La Carte	\$19.99/mo.
SOUTH ASIAN	
Willow Cricket A La Carte	\$14.99/mo.

Offers extended through 7/22/15. Credit card required (except in MA & PA). New approved customers only (lease required). \$19.95 Handling & Delivery fee may apply. Applicable use tax adjustment may apply on the retail value of the installation. Programming, pricing and offers are subject to change and may vary in certain markets. Some offers may not be available through all channels and in select areas. *INTERNATIONAL PACKAGE BILL CREDIT/PROGRAMMING OFFER: IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVAILING RATES. Three free months of HBO, STARZ, SHOWTIME and Cinemax with PREFERRED CHOICE Package, a \$152.97 value. LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers.

ADDITIONAL OFFER TERMS FROM PAGES 3, 6 & 8: *2015 NFL SUNDAY TICKET OFFER: Package consists of all out-of-market NFL games (based on customer's service address) broadcast on FOX and CBS. Games available via remote viewing based on device location. Local broadcasts are subject to blackout rules. Other conditions apply. 2015 NFL SUNDAY TICKET regular full-season retail price is \$251.94. 2015 NFL SUNDAY TICKET MAX regular full-season retail price is \$353.94. Customers activating CHOICE Package or above or MÀS ULTRA Package or above will be automatically enrolled in the 2015 season of NFL SUNDAY TICKET at no additional cost and will receive a free upgrade to NFL SUNDAY TICKET MAX for the 2015 season. NFL SUNDAY TICKET subscription will automatically continue each season at special renewal rate unless customer calls to cancel prior to start of season. To renew NFL SUNDAY TICKET MAX, customer must call to upgrade after the 2015 season. Subscription cannot be canceled (in part or in whole) after the start of the season and subscription fee cannot be refunded. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers. **24-MONTH AGREEMENT: EARLY CANCELLATION WILL RESULT IN A FEE OF \$20/MONTH FOR EACH REMAINING MONTH. Must maintain 24 consecutive months of any DIRECTV base programming package (\$29.99/mo. or above) or any qualifying international service bundle. Advanced Receiver fee (\$15/mo.) required for all HD DVRs. TiVo service fee (\$5/mo.) required for TiVo HD DVR from DIRECTV lease. There is a fee of \$6.50/mo. for each receiver and/or Genie Mini /DIRECTV Ready TV/Device on your account. NON-ACTIVATION CHARGE OF \$150 PER RECEIVER MAY APPLY. ALL EQUIPMENT (EXCLUDING GENIEGO DEVICE) IS LEASED AND MUST BE RETURNED TO DIRECTV UPON CANCELLATION, OR UNRETURNED EQUIPMENT FEES APPLY. VISIT directv.com/legal OR CALL 1-800-DIRECTV FOR DETAILS. ^GENIE HD DVR UPGRADE OFFER: Includes instant rebates on one Genie HD DVR and up to 3 Genie Minis with activation of the SELECT Package or above; OPTIMO MÀS Package or above; or any qualifying international service bundle, which shall include the PREFERRED CHOICE programming package. A \$99 fee applies for Wireless Genie Mini (model C41W) upgrade. Minimum 2-room setup required for free Genie HD DVR upgrade. \$99 fee applies for one-room setup. Whole-Home HD DVR functionality requires a Genie HD DVR connected to one television and a Genie Mini, H25 HD Receiver(s) or a DIRECTV Ready TV/Device in each additional room. Limit of three remote viewings per Genie HD DVR at a time. Visit directv.com/genie for complete details. ^^\$99 GENIEGO OFFER: New customers activating a Genie HD DVR will receive a \$50 instant rebate on a GenieGO device (retail price \$149). GenieGO requires activation of Mobile DVR service, broadband connection and must be connected to the home-based HD DVR, each available separately. Available programming based on HD DVR playlist. GenieGO works with certain mobile devices from certain providers; sold separately. Additional data charges may apply. Other restrictions apply. Visit directv.com/GenieGO for a list of compatible devices and more information. †DIRECTV PROTECTION PLAN: Limitations and exclusions apply. Please see terms and conditions at directv.com/protection for complete program details. Asurion Service Plans, Inc. and Asurion Service Plans of Florida, Inc. are the obligors of the DIRECTV PROTECTION PLAN. ‡INSTALLATION: Standard professional installation in up to four rooms only. Custom installation extra. To access DIRECTV HD programming, HD equipment required. Number of HD channels based on package selection. Eligibility for Local channels based on service address. Not all networks available in all markets. Programming, pricing, terms and conditions subject to change at any time. Pricing residential. Taxes not included. Receipt of DIRECTV programming subject to DIRECTV Customer Agreement; copy provided at directv.com/legal and in order confirmation. Pandora and the Music Genome Project are registered trademarks of Pandora Media, Inc. iPad® is a registered trademark of Apple Inc. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. ©2015 DIRECTV. DIRECTV and the Cyclone Design logo, AUDIENCE, SELECT, CHOICE, PREMIER, DIRECTV CINEMA, GENIE, GENIEGO, MEXICO PLUS, AMÉRICAS PLUS, MÀS LATINO, ÓPTIMO MÀS, MÀS ULTRA, LO MÁXIMO, BASIC CHOICE, PREFERRED CHOICE and all WorldDirect service names are trademarks of DIRECTV, LLC. All other trademarks and service marks are the property of their respective owners.