

# SALES GUIDE

RESIDENTIAL | NATIONAL OFFER

Effective 7.24.14-10.1.14



**2014 NFL SUNDAY TICKET included at no extra charge.<sup>†</sup> Only on DIRECTV.**

## OFFER HIGHLIGHTS

### EVERY GAME. EVERY SUNDAY.

THIS SEASON INCLUDED AT NO EXTRA CHARGE. PLUS, NEW FEATURES AVAILABLE IN 2014!

See page 2 for more details. Out-of-market games only.

### SAVINGS ON OUR MOST POPULAR PACKAGES!

- Save up to \$37/mo. in the 1st year!  
See pages 3, 6 and 8

### TWO YEARS OF SAVINGS!

- Plus, save an additional \$120 in months 13-24!  
See pages 3, 6 and 8

### FREE PREMIUM CHANNELS FOR 3 MONTHS:

- A \$120 value With qualifying packages.

**HBO**

**SHOWTIME**

**CINEMAX**

### FREE GENIE® WHOLE-HOME DVR UPGRADE<sup>^</sup>

In up to 4 rooms.

- One HD DVR powers your whole home genie
- Genie lets you record up to 5 shows at once

### WIRELESS GENIE® MINI

- Now available! Say goodbye to messy cables and boxes in every room  
See pages 3, 6 and 8

### SIMPLIFIED OFFER

See page 7



All offers valid with qualifying packages only. 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.





# 2014 NFL SUNDAY TICKET with NFL SUNDAY TICKET MAX upgrade included at no extra charge.<sup>†</sup>

On CHOICE™ Package and above or MÁS ULTRA™ Package and above. 24-month agreement required.

**\$329**  
value!

## GET ALL THESE AMAZING FEATURES

### Every Game, Live Every Sunday

All in HD.<sup>1</sup> Out-of-market games only.

### Game Mix

Up to eight games live on one screen.<sup>2</sup>

### RED ZONE CHANNEL®

Never miss a play inside the 20, all on one channel, in HD.<sup>1</sup>

### Stats, Scoring Plays and Standings

Never miss a scoring play. See real-time standings, team stats and more.

### Player Tracker

Follow team and individual stats throughout the day on your TV or online.

### Short Cuts

Tune in and see replays of entire games in less than 30 minutes.<sup>3</sup>

### Instant Highlights

Catch the biggest plays from every game, with highlights delivered to you instantly!



### ★NEW FOR 2014 DIRECTV FANTASY ZONE CHANNEL

Go from game to game and watch live look-ins of your top fantasy players.

### ★NEW FOR 2014 Mobile and Online Access

Every game, every Sunday, live on your mobile devices, plus now available to stream on select gaming consoles.<sup>4</sup> Out-of-market games only.



(Sports subscriptions auto-renew each season.)

<sup>1</sup> To access DIRECTV HD programming, HD equipment required. <sup>2</sup> For full Mix Channel and interactive functionality, a D10 (or later model) interactive DIRECTV Receiver is required. Mix Channels only available in HD and require HD equipment. <sup>3</sup> Short Cuts are available from midnight Sunday ET through midnight Tuesday ET. <sup>4</sup> Only one game may be accessed remotely at any given time. Online access is only available on certain operating systems. Computer hardware, software, and Internet connection not included. Mobile access only available on certain devices. Additional data charges may apply. Please check with your service provider. Visit [directv.com/NFL](http://directv.com/NFL) for a list of system requirements and compatible mobile devices. <sup>†</sup>2014 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. 2014 NFL SUNDAY TICKET regular full-season retail price is \$239.94. 2014 NFL SUNDAY TICKET MAX regular full-season retail price is \$329.94. Customers activating CHOICE Package or above or MÁS ULTRA Package or above will be automatically enrolled in the 2014 season of NFL SUNDAY TICKET at no additional cost and will receive a free upgrade to NFL SUNDAY TICKET MAX for the 2014 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 to NFL SUNDAY TICKET MAX, customer must call to upgrade after the 2014 season. Subscription cannot be canceled (in part or in whole) after the start of the season and subscription fee cannot be refunded. Eli/Peyton Manning: James Michelfelder + Therese Sommerseith. NFL: AP Photo. 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.



# General Market Offers

	SELECT™ Package OVER 130 CHANNELS	ENTERTAINMENT Package OVER 140 CHANNELS	CHOICE™ Package OVER 150 CHANNELS	XTRA Package OVER 205 CHANNELS	ULTIMATE Package OVER 225 CHANNELS	PREMIER™ Package OVER 285 CHANNELS
NATIONAL OFFER	\$49.99/mo.: Regular Price – \$20.00/mo.: National Offer Instant Savings – \$5.00/mo.: Instant Savings (Low- and medium-risk customers only) <b>\$24.99<sup>MO.</sup></b> FOR 12 MONTHS with 24-month agreement** plus add'l fees.	\$57.99/mo.: Regular Price – \$23.00/mo.: National Offer Instant Savings – \$5.00/mo.: Instant Savings (Low- and medium-risk customers only) <b>\$29.99<sup>MO.</sup></b> FOR 12 MONTHS with 24-month agreement** plus add'l fees.	\$66.99/mo.: Regular Price – \$27.00/mo.: National Offer Instant Savings – \$5.00/mo.: Instant Savings (Low- and medium-risk customers only) <b>\$34.99<sup>MO.</sup></b> FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports Fee applies in certain markets.	\$73.99/mo.: Regular Price – \$29.00/mo.: National Offer Instant Savings – \$5.00/mo.: Instant Savings (Low- and medium-risk customers only) <b>\$39.99<sup>MO.</sup></b> FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports Fee applies in certain markets.	\$81.99/mo.: Regular Price – \$32.00/mo.: National Offer Instant Savings – \$5.00/mo.: Instant Savings (Low- and medium-risk customers only) <b>\$44.99<sup>MO.</sup></b> FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports Fee applies in certain markets.	\$129.99/mo.: Regular Price – \$32.00/mo.: National Offer Instant Savings – \$5.00/mo.: Instant Savings (Low- and medium-risk customers only) <b>\$92.99<sup>MO.</sup></b> FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports Fee applies in certain markets.
ADDITIONAL SAVINGS	<b>2014 NFL SUNDAY TICKET with NFL SUNDAY TICKET MAX upgrade</b> INCLUDED at no extra charge* Sports subscriptions auto-renew each season. See page 2.					
2ND YEAR SAVINGS	<b>3 FREE MONTHS: HBO® SHOWTIME CINEMAX®</b> Premiums roll to \$40/mo. at month 4					
	<b>2ND YEAR OF SAVINGS!</b> Save \$10/mo. in months 13-24 for a total of \$120 in additional savings! (Low- and medium-risk customers only)					
	<b>4 FREE UPGRADES: 1 GENIE® HD DVR &amp; UP TO 3 GENIE MINIS; OR 4 HD RECEIVERS; OR SELECT 1 GENIE HD DVR &amp; UP TO 3 WIRELESS GENIE MINIS for only \$99*</b> <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 &amp; get up to 3 Wireless Genie Mini lease upgrades for an additional \$99.</small>					
	 Add a GenieGO™ device for \$99 (after \$50 instant rebate; normally \$149) when customer takes a Genie HD DVR.**					
	<b>DIRECTV™ PROTECTION PLAN:</b> Upgrade and protect your DIRECTV System for only \$7.99/mo.†					
	<b>FREE STANDARD PROFESSIONAL INSTALLATION:</b> SELECT Package and above: In up to 4 rooms. <b>FREE DIRECTV CINEMA® CONNECTION KIT</b> For all non-free HD DVR customers					
ADVANCED PRODUCT OFFER	<ul style="list-style-type: none"> <li><b>ADVANCED RECEIVER SERVICE:</b> \$15/mo. (Required for all HD DVRs, Genie HD DVR and TiVo® HD DVRs)</li> <li><b>TIVO® SERVICE:</b> \$5/mo. (In addition to the Advanced Receiver fee of \$15/mo. Required for all TiVo® HD DVRs.)  <small>✓ TiVo® HD DVRs do not work with: Whole-Home DVR, iPad® App (DVR Scheduler only), TV Apps, 3D Programming, GenieGO, GameSearch™, YouTube, Spanish UI, DIRECTV2PC video streaming, DIRECTV CINEMA (satellite downloads)</small> </li> <li><b>EQUIPMENT FEES:</b> HD Receiver: \$99   Genie Mini: \$99   HD DVR &amp; TiVo® HD DVR: \$199   Genie HD DVR: \$299   GenieGO: \$149   Wireless Genie Mini/Wireless Video Bridge: \$198   Each Additional Wireless Genie Mini: \$99</li> <li><b>TV FEE:</b> A \$6/mo. fee applies for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on your account. See page 7 for details.</li> <li><b>REGIONAL SPORTS FEE:</b> In certain markets, a Regional Sports Fee of up to \$3.63/mo. will be assessed with CHOICE Package and above.</li> </ul>					
PREMIUM CHANNELS	<b>ADD MONTHLY PREMIUMS:</b> 1 = \$13.99 (\$17.99 for HBO) 4 = \$43 (\$48 with HBO) 2 = \$25 (\$30 with HBO) 5 = \$55 (Recommend PREMIER™ to XTRA and ULTIMATE customers) 3 = \$35 (\$40 with HBO)					<b>PREMIUMS INCLUDE:</b> 

## EN ESPAÑOL ADD-ON PACKAGES

Get the best of both worlds with an En Español Add-On Package.

STARTING AT ONLY **\$4.99<sup>MO.</sup>**

DIRECTV® DEPORTES Package 6 CHANNELS IN SPANISH	MÉXICO PLUS™ Package OVER 20 CHANNELS IN SPANISH	AMÉRICAS PLUS™ Package OVER 20 CHANNELS IN SPANISH	EN ESPAÑOL Package OVER 40 CHANNELS IN SPANISH
<b>\$4.99<sup>MO.</sup></b> FOR THE ULTIMATE SPORTS FANATIC	<b>\$7.99<sup>MO.</sup></b> MAXIMUM MEXICAN PROGRAMMING	<b>\$7.99<sup>MO.</sup></b> TOP CARIBBEAN, CENTRAL AND SOUTH AMERICAN PROGRAMMING	<b>\$14.99<sup>MO.</sup></b> TOP-TIER PROGRAMMING FROM ALL SPANISH-SPEAKING COUNTRIES

En Español Add-On Packages must be added to an English base package.

ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT.\*\* Offers valid through 10/1/14. 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-PREVALENT RATES. Three free months of three premium movie packages (including HBO), a \$120 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/technology/protection\\_plan](http://directv.com/technology/protection_plan) 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 130 channels, including local channels available in over 99% of U.S. households¹ (HD locals available in over 99%): ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets).

REGULAR PRICE **\$49.99** mo.

A&E	HD 265	CNBC	HD 355	EWTV	370	Hope Channel²	368	Nickelodeon/Nick at Nite (West)	300	TCT Network	377
ABC Family	HD 311	CNN	HD 202	Food Network	HD 231	INSP	364	NRB	378	TeenNick	303
America's Auction Network	324	Comedy Central	HD 249	FOX News Channel	HD 360	Investigation Discovery	HD 285	pivot	267	TLC	HD 280
Animal Planet	HD 282	CMT	HD 327	Free Speech TV²	348	Jewelry Television	72/313	Pursuit Channel	604	TNT	HD 245
AUDIENCE®	HD 239/101	C-SPAN	350	FX	HD 248	Jewish Life Television²	366	QVC	HD 275/317	Trinity Broadcasting Network (TBN)	372
AXS TV (HD only)²	HD 340	C-SPAN2	351	Galavisión	HD 404	Lifetime	HD 252	QVC Plus	315	truTV	HD 246
BabyFirst TV²	293	CTN	376	GEM America²	363	Link TV	375	ReelzChannel	238	TV Land	HD 304
BBC America	HD 264	Daystar	369	GEM Shopping Network	228	Liquidation Channel	226	RFD-TV	345	Univision (East)	HD 402
BET	HD 329	DIRECTV Customer Information	1	GOD TV²	365	MAVTV	214	Rocks TV	263	USA Network	HD 242
Bloomberg TV	HD 353	Discovery	HD 278	Hallmark Channel	HD 312	MSNBC	HD 356	Sale	319	Velocity (HD only)²	HD 281
Bravo	HD 237	Disney Channel (East)	HD 290	Hallmark Movie Channel (HD only)	HD 565	MTV	HD 331	ShopHQ	73/316	VH1	HD 335
BYUtv	374	Disney Channel (West)	291	HGTV	HD 229	MTV2	333	Shopping Network	309	Vme³	440
CANAL ONCE³	447	Disney Junior	HD 289	HISTORY	HD 269	NASA TV²	346	Son Life Broadcasting Network	344	WeatherNation	HD 361
Cartoon Network (East)	HD 296	Disney XD	HD 292	HITN TV²	449	National Geographic Channel	HD 276	Spike	HD 241	The Word Network	373
Cartoon Network (West)	297	E!	HD 236	HLN	HD 204	Nick Jr.	301	Syfy	HD 244	World Harvest Television (WHT)	367
Church Channel	371	Enlace¹	448	HSN	240	Nickelodeon/Nick at Nite (East)	HD 299	TBS	HD 247	SonicTap Music Channels² - 58	

## ENTERTAINMENT PACKAGE

Over 140 channels, including local channels available in over 99% of U.S. households¹ (HD locals available in over 99%): ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets). Includes most channels in SELECT,™ plus the channels shown in BOLD.

REGULAR PRICE **\$57.99** mo.

A&E	HD 265	CNN	HD 202	Food Network	HD 231	Investigation Discovery	HD 285	Pursuit Channel	604	Trinity Broadcasting Network (TBN)	372
ABC Family	HD 311	Comedy Central	HD 249	FOX News Channel	HD 360	Jewelry Television	72/313	QVC	HD 275/317	truTV	HD 246
America's Auction Network	324	C-SPAN	350	Free Speech TV²	348	Jewish Life Television²	366	QVC Plus	315	TV Land	HD 304
Animal Planet	HD 282	C-SPAN2	351	FX	HD 248	Lifetime	HD 252	ReelzChannel	238	Univision East	HD 402
AUDIENCE®	HD 239/101	CTN	376	Galavisión	HD 404	Link TV	375	RFD-TV	345	USA Network	HD 242
AXS TV (HD only)²	HD 340	Daystar	369	GEM America²	363	Liquidation Channel	226	Rocks TV	263	Velocity (HD only)²	HD 281
BabyFirst TV²	293	DIRECTV Customer Information	1	GEM Shopping Network	228	MAVTV	214	Sale	319	VH1	HD 335
BET	HD 329	Discovery	HD 278	GOD TV²	365	MSNBC	HD 356	ShopHQ	73/316	Vme³	440
Bloomberg TV	HD 353	Disney Channel (East)	HD 290	Hallmark Channel	HD 312	MTV	HD 331	Shopping Network	309	WeatherNation	HD 361
Bravo	HD 237	Disney Channel (West)	291	Hallmark Movie Channel(HD only)	HD 565	MTV2	333	Son Life Broadcasting Network	344	The Word Network	373
BYUtv	374	Disney Junior	HD 289	HGTV	HD 229	NASA TV²	346	Spike	HD 241	World Harvest Television (WHT)	367
CANAL ONCE³	447	Disney XD	HD 292	HISTORY	HD 269	National Geographic Channel	HD 276	Syfy	HD 244	SonicTap Music Channels² - 58	
Cartoon Network (East)	HD 296	E!	HD 236	HITN TV²	449	Nick Jr.	301	TBS	HD 247		
Cartoon Network (West)	297	Enlace¹	448	HLN	HD 204	Nickelodeon/Nick at Nite (East)	HD 299	TCT Network	377		
Church Channel	371	ESPN	HD 206	Hope Channel²	368	Nickelodeon/Nick at Nite (West)	300	TeenNick	303		
CMT	HD 327	ESPN2	HD 209	HSN	240	NRB	378	TLC	HD 280		
CNBC	HD 355	EWTV	370	INSP	364	pivot	267	TNT	HD 245		

## CHOICE™ PACKAGE

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



REGULAR PRICE **\$66.99** mo.  
Regional Sports Fee applies in certain markets.¹

A&E	HD 265	<b>CNBC World</b>	357	EWTV	370	INSP	364	<b>Nicktoons</b>	302	TNT	HD 245
ABC Family	HD 311	CNN	HD 202	Food Network	HD 231	Investigation Discovery	HD 285	NRB	378	Travel Channel	HD 277
<b>Al Jazeera America</b>	347	Comedy Central	HD 249	<b>FOX Business Network</b>	HD 359	<b>ION Television (East)</b>	HD 305	<b>OWN (Oprah Winfrey Network)</b>	HD 279	Trinity Broadcasting Network (TBN)	372
<b>AMC</b>	HD 254	<b>Cooking Channel</b>	HD 232	FOX News Channel	HD 360	<b>ION Television (West)</b>	306	Pursuit Channel	604	truTV	HD 246
America's Auction Network	324	C-SPAN	350	<b>FOX Sports 1</b>	HD 219	Jewelry Television	72/313	QVC	HD 275/317	TV Land	HD 304
Animal Planet	HD 282	C-SPAN2	351	Free Speech TV²	348	Jewish Life Television²	366	QVC Plus	315	TV One	328
AUDIENCE®	HD 239/101	CTN	376	<b>Fuse</b>	339	Lifetime	HD 252	ReelzChannel	238	<b>TVGN</b>	273
AXS TV (HD only)²	HD 340	Daystar	369	FX	HD 248	Link TV	375	RFD-TV	345	UniMás	HD 408
BabyFirst TV²	293	DIRECTV Customer Information	1	Galavisión	HD 404	Liquidation Channel	226	Rocks TV	263	Univision East	HD 402
BBC America	HD 264	<b>DIRECTV HD SPORTSMIX®</b>	HD 205/600	GEM America²	363	<b>LMN</b>	HD 253	Sale	319	<b>UP</b>	338
BET	HD 329	Discovery	HD 278	GEM Shopping Network	228	MAVTV	214	<b>Science</b>	HD 284	USA Network	HD 242
Bloomberg TV	HD 353	Disney Channel (East)	HD 290	GOD TV²	365	<b>MLB Network</b>	HD 213	ShopHQ	73/316	Velocity (HD only)²	HD 281
Bravo	HD 237	Disney Channel (West)	291	<b>GSN</b>	233	MSNBC	HD 356	Shopping Network	309	VH1	HD 335
<b>BTN</b>	HD 610	Disney Junior	HD 289	Hallmark Channel	HD 312	MTV	HD 331	Son Life Broadcasting Network	344	Vme³	440
BYUtv	374	Disney XD	HD 292	HGTV	HD 229	MTV2	333	Spike	HD 241	<b>WE tv</b>	260
CANAL ONCE³	447	E!	HD 236	HISTORY	HD 269	NASA TV²	346	Syfy	HD 244	<b>The Weather Channel</b>	HD 362
Cartoon Network (East)	HD 296	Enlace¹	448	HITN TV²	449	National Geographic Channel	HD 276	TBS	HD 247	WeatherNation	HD 361
Cartoon Network (West)	297	ESPN	HD 206	HLN	HD 204	<b>NFL Network</b>	HD 212	<b>TCM</b>	HD 256	The Word Network	373
Church Channel	371	ESPN2	HD 209	Hope Channel²	368	Nick Jr.	301	TCT Network	377	World Harvest Television (WHT)	367
CMT	HD 327	<b>ESPNEWS</b>	HD 207	HSN	240	Nickelodeon/Nick at Nite (East)	HD 299	TeenNick	303	<b>SonicTap Music Channels² - 60</b>	
CNBC	HD 355	<b>ESPNU</b>	HD 208	<b>IFC</b>	HD 564	Nickelodeon/Nick at Nite (West)	300	TLC	HD 280		

## XTRA PACKAGE

Over 205 channels, including local channels available in over 99% of U.S. households¹ (HD locals available in over 99%): ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets). Includes all channels in CHOICE,™ plus the channels shown in BOLD.



REGULAR PRICE **\$73.99** mo.  
Regional Sports Fee applies in certain markets.¹

A&E	HD 265	Comedy Central	HD 249	FOX Sports 1	HD 219	Investigation Discovery	HD 285	NRB	378	Travel Channel	HD 277
ABC Family	HD 311	Cooking Channel	HD 232	<b>FOX Sports 2</b>	HD 618	<b>ION Television (East)</b>	HD 305	<b>Ovation</b>	274	Trinity Broadcasting Network (TBN)	372
<b>Al Jazeera America</b>	347	C-SPAN	350	Free Speech TV²	348	<b>ION Television (West)</b>	306	<b>OWN (Oprah Winfrey Network)</b>	HD 279	truTV	HD 246
<b>AMC</b>	HD 254	C-SPAN2	351	<b>Fuse</b>	339	Jewelry Television	72/313	<b>Oxygen</b>	251	TV Land	HD 304
<b>American Heroes</b>	287	CTN	376	FX	HD 248	Jewish Life Television²	366	<b>pivot</b>	267	TV One	328
America's Auction Network	324	Daystar	369	<b>FX Movie Channel</b>	258	Lifetime	HD 252	Pursuit Channel	604	<b>TVG</b>	602
Animal Planet	HD 282	<b>Destination America</b>	HD 286	<b>FX</b>	HD 259	Link TV	375	QVC	HD 275/317	TVGN	273
AUDIENCE®	HD 239/101	DIRECTV Customer Information	1	<b>FVI</b>	HD 266	Liquidation Channel	226	QVC Plus	315	UniMás	HD 408
AXS TV (HD only)²	HD 340	<b>DIRECTV HD SPORTSMIX®</b>	HD 205/600	Galavisión	HD 404	<b>LMN</b>	HD 253	ReelzChannel	238	Univision East	HD 402
BabyFirst TV²	293	Discovery	HD 278	GEM America²	363	<b>Logo</b>	272	RFD-TV	345	UP	338
BBC America	HD 264	<b>Discovery Fit &amp; Health</b>	261	GEM Shopping Network	228	MAVTV	214	Rocks TV	263	USA Network	HD 242
BET	HD 329	Disney Channel (East)	HD 290	GOD TV²	365	<b>MLB Network</b>	HD 213	Sale	319	Velocity (HD only)²	HD 281
Bloomberg TV	HD 353	Disney Channel (West)	291	<b>Golf Channel</b>	HD 218	MSNBC	HD 356	Science	HD 284	VH1	HD 335
Bravo	HD 237	Disney Junior	HD 289	<b>Great American Country (GAC)</b>	326	MTV	HD 331	ShopHQ	73/316	<b>VH1 Classic</b>	337
<b>BTN</b>	HD 610	Disney XD	HD 292	<b>GSN</b>	233	MTV2	333	Shopping Network	309	Vme³	440
BYUtv	374	<b>DIY Network</b>	HD 230	<b>H2</b>	HD 271	<b>mun2²</b>	410	Son Life Broadcasting Network	344	<b>WE tv</b>	260
CANAL ONCE³	447	E!	HD 236	Hallmark Channel	HD 312	NASA TV²	346	Spike	HD 241	<b>The Weather Channel</b>	HD 362
Cartoon Network (East)	HD 296	Enlace¹	448	HGTV	HD 229	<b>Nat Geo WILD</b>	HD 283	<b>Sportsman Channel</b>	605	WeatherNation	HD 361
Cartoon Network (West)	297	ESPN	HD 206	HISTORY	HD 269	National Geographic Channel	HD 276	Syfy	HD 244	<b>WGN America</b>	HD 307
<b>CBS Sports Network</b>	HD 221	ESPN2	HD 209	HITN TV²	449	<b>NBA TV</b>	HD 216	TBS	HD 247	The Word Network	373
<b>Centric</b>	330	ESPNEWS	HD 207	HLN	HD 204	<b>NBC Sports Network</b>	HD 220	TCM	256	World Harvest Television (WHT)	367
Church Channel	371	ESPNU	HD 208	Hope Channel²	368	NFL Network	HD 212	TCT Network	377	<b>SonicTap Music Channels² - 77</b>	
CMT	HD 327	EWTV	370	HSN	240	Nick Jr.	301	TeenNick	303		
CNBC	HD 355	Food Network	HD 231	<b>Hub</b>	294	Nickelodeon/Nick at Nite (East)	HD 299	<b>Tennis Channel</b>	HD 217		
CNBC World	357	FOX Business Network	HD 359	<b>IFC</b>	HD 564	Nickelodeon/Nick at Nite (West)	300	TLC	HD 280		
CNN	HD 202	FOX News Channel	HD 360	INSP	364	Nicktoons	302	TNT	HD 245		



# DIRECTV Channel Lineups

## ULTIMATE PACKAGE

Over 225 top channels, including local channels available in over 99% of U.S. households<sup>1</sup> (HD locals available in over 99%): ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets). Includes all channels in XTRA, plus the channels shown in BOLD.



REGULAR PRICE

\$81<sup>99</sup> mo.

Regional Sports Fee applies in certain markets.\*

A&E	HD 265	Comedy Central	HD 249	ESPNNEWS	HD 207	HSN	240	Nick Jr.	301	Tennis Channel	HD 217
ABC Family	HD 311	Cooking Channel	HD 232	ESPNU	HD 208	Hub	294	Nickelodeon/Nick at Nite (East)	HD 299	TLC	HD 280
Al Jazeera America	347	C-SPAN	350	Esquire Network	235	IFC	HD 564	Nickelodeon/Nick at Nite (West)	300	TNT	HD 245
AMC	HD 254	C-SPAN2	351	EWTV	370	INSP	364	Nicktoons	302	Travel Channel	HD 277
American Heroes	287	CTN	376	Food Network	HD 231	Investigation Discovery	HD 285	NRB	378	Trinity Broadcasting Network (TBN)	372
America's Auction Network	324	Daystar	369	FOX Business Network	HD 359	ION Television East	HD 305	Ovation	274	truTV	HD 246
Animal Planet	HD 282	Destination America	HD 286	FOX News Channel	HD 360	ION Television West	306	OWN (Oprah Winfrey Network)	HD 279	TV Land	HD 304
AUDIENCE®	HD 239/101	DIRECTV Customer Information	1	FOX Sports 1	HD 219	Jewelry Television	72/313	Oxygen	251	TV One	328
AXS TV (HD only) <sup>2</sup>	HD 340	DIRECTV HD SPORTSMIX®	HD 205/600	FOX Sports 2	HD 618	Jewish Life Television <sup>3</sup>	366	pivot	267	TVG	602
BabyFirst TV <sup>4</sup>	293	Discovery	HD 278	Free Speech TV <sup>2</sup>	348	Lifetime	HD 252	Pursuit Channel	604	TVGN	273
BBC America	HD 264	Discovery Fit & Health	261	Fuse	339	Link TV	375	QVC	HD 275/317	UniMás	HD 408
BET	HD 329	Disney Channel (East)	HD 290	FX	HD 248	Liquidation Channel	226	QVC Plus	315	Univision Deportes Network	HD 455
Bloomberg TV	HD 353	Disney Channel (West)	291	FX Movie Channel	HD 258	LMN	HD 253	ReelzChannel	238	Univision East	HD 402
Boomerang	298	Disney Junior	HD 289	FX	HD 259	Logo	272	RFD-TV	345	UP	338
Bravo	HD 237	Disney XD	HD 292	FYI	HD 266	MAVTV	214	Rocks TV	263	USA Network	HD 242
BTN	HD 610	DIY Network	HD 230	Galavisión	HD 404	MLB Network	HD 213	Sale	319	Velocity (HD only) <sup>2</sup>	HD 281
BYUtv	374	E!	HD 236	GEB America <sup>2</sup>	363	THE MOVIE CHANNEL EAST	HD 553	Science	HD 284	VH1	HD 335
CANAL ONCE <sup>1</sup>	447	El Rey	341	GEM Shopping Network	228	THE MOVIE CHANNEL WEST	554	ShopHQ	73/316	VH1 Classic	337
Cartoon Network (East)	HD 296	ENCORE East	HD 535	GOD TV <sup>2</sup>	345	MSNBC	HD 556	Shopping Network	309	Vme <sup>3</sup>	440
Cartoon Network (West)	297	ENCORE West	536	Golf Channel	HD 218	MTV	HD 331	Son Life Broadcasting Network	344	WE tv	260
CBS Sports Network	HD 221	ENCORE Action	HD 541	Great American Country (GAC)	326	MTV2	333	Spike	HD 241	The Weather Channel	HD 362
Centric	330	ENCORE Black	540	GSN	410	mun2 <sup>3</sup>	410	Sportsman Channel	605	WeatherNation	HD 361
Chiller	257	ENCORE Classic	537	H2	HD 271	NASA TV <sup>2</sup>	346	Sprout	295	WGN America	HD 307
Church Channel	371	ENCORE Family	542	Hallmark Channel	HD 312	Nat Geo WILD	HD 283	SundanceTV	557	The Word Network	373
Cloo	308	ENCORE Suspense	539	HGTV	HD 229	National Geographic Channel	HD 276	Syfy	HD 244	World Harvest Television (WHT)	367
CMT	HD 327	ENCORE Westerns	538	HISTORY	HD 269	NBA TV	HD 216	TBS	HD 247	SonicTap Music Channels <sup>3</sup> - 80	
CNBC	HD 355	Enlace <sup>3</sup>	448	HITN TV <sup>3</sup>	449	NBC Sports Network	HD 220	TCM	256		
CNBC World	357	ESPN	HD 206	HLN	HD 204	NFL Network	HD 212	TCT Network	377		
CNN	HD 202	ESPN2	HD 209	Hope Channel <sup>2</sup>	368	NHL Network	HD 215	TeenNick	303		

## PREMIER™ PACKAGE

Over 285 top channels, including local channels available in over 99% of U.S. households<sup>1</sup> (HD locals available in over 99%): ABC | CBS | FOX | NBC | PBS | CW & MyTV (available in select markets); with over 45 premium movie channels and over 35 specialty sports networks<sup>2</sup>. Includes all channels in ULTIMATE, plus the channels shown in BOLD.



REGULAR PRICE

\$129<sup>99</sup> mo.

Regional Sports Fee applies in certain markets.\*

A&E	HD 265	Comcast SportsNet Chicago	HD 665	FOX News Channel	HD 360	HISTORY	HD 269	Nicktoons	302	STARZ In Black	HD 530
ABC Family	HD 311	Comcast SportsNet Mid-Atlantic	HD 642	FOX Sports 1	HD 219	HITN TV <sup>3</sup>	449	NRB	378	STARZ Kids & Family (HD only)	HD 525
Al Jazeera America	347	Comcast SportsNet New England	HD 630	FOX Sports 2	HD 618	HLN	HD 204	Outdoor Channel	606	SUN Sports	HD 526
Altitude Sports	HD 681	Comedy Central	HD 249	Free Speech TV <sup>2</sup>	348	Hope Channel <sup>2</sup>	368	Ovation	274	SundanceTV	557
AMC	HD 254	Cooking Channel	HD 232	FSN Arizona	HD 686	HSN	240	OWN (Oprah Winfrey Network)	HD 279	Syfy	HD 244
American Heroes	287	C-SPAN	350	FSN Cincinnati	HD 661	Hub	294	Oxygen	251	TBS	HD 247
America's Auction Network	324	C-SPAN2	351	FSN Detroit	HD 663	IFC	HD 564	pivot	267	TCM	HD 256
Animal Planet	HD 282	CTN	376	FSN Florida	HD 654	INSP	364	Prime Ticket	HD 693	TCT Network	377
AUDIENCE®	HD 239/101	Daystar	369	FSN Midwest	HD 671	Investigation Discovery	HD 285	Pursuit Channel	604	TeenNick	303
AXS TV (HD only) <sup>2</sup>	HD 340	Destination America	HD 286	FSN North	HD 668	ION Television (East)	HD 305	QVC	HD 275/317	Tennis Channel	HD 217
BabyFirst TV <sup>4</sup>	293	DIRECTV Customer Information	1	FSN Ohio	HD 660	ION Television (West)	306	QVC Plus	315	Time Warner Cable Deportes	HD 458
BBC America	HD 264	DIRECTV HD SPORTSMIX®	HD 205/600	FSN San Diego	HD 694	Jewelry Television	72/313	ReelzChannel	238	Time Warner Cable SportsNet	HD 491
beIN SPORTS	HD 620	Discovery	HD 278	FSN South	HD 646	Jewish Life Television <sup>3</sup>	366	RFD-TV	345	TLC	HD 280
BET	HD 329	Discovery Fit & Health	261	FSN Southwest	HD 676	Lifetime	HD 252	Rocks TV	263	TNT	HD 245
Bloomberg TV	HD 353	Disney Channel (East)	HD 290	FSN West	HD 692	Link TV	375	ROOT SPORTS Northwest	HD 687	Travel Channel	HD 277
Boomerang	298	Disney Channel (West)	291	Fuse	339	Liquidation Channel	226	ROOT SPORTS Pittsburgh	HD 659	Trinity Broadcasting Network (TBN)	372
Bravo	HD 237	Disney Junior	289	FX	HD 248	LMN	HD 253	ROOT SPORTS Rocky Mountain	HD 683	truTV	HD 246
BTN	HD 610	Disney XD	HD 292	FX Movie Channel	258	Logo	272	Sale	319	TV Land	HD 304
BYUtv	374	DIY Network	HD 230	FX	HD 259	MASN	HD 404	Science	HD 284	TV One	328
CANAL ONCE <sup>1</sup>	447	E!	HD 236	FYI	HD 266	MAVTV	214	ShopHQ	73/316	TVG	602
Cartoon Network (East)	HD 296	El Rey	341	Galavisión	HD 404	MLB Network	HD 213	SHOWTIME 2	HD 547	TVGN	273
Cartoon Network (West)	297	ENCORE East	535	GEB America <sup>2</sup>	363	THE MOVIE CHANNEL EAST	HD 553	SHOWTIME BEYOND (HD only) <sup>2</sup>	HD 550	UniMás	HD 408
CBS Sports Network	HD 221	ENCORE West	536	GEM Shopping Network	228	THE MOVIE CHANNEL WEST	554	SHOWTIME EXTREME	HD 549	Universal Sports	625
Centric	330	ENCORE Action	HD 541	GOD TV <sup>2</sup>	345	THE MOVIE CHANNEL XTRA (HD only)	HD 555	SHOWTIME EAST	HD 545	Univision Deportes Network	HD 455
Chiller	257	ENCORE Black	540	Golf Channel	HD 218	MSG	HD 634	SHOWTIME NEXT (HD only) <sup>2</sup>	HD 551	Univision East	HD 402
Church Channel	371	ENCORE Classic	537	Great American Country (GAC)	326	MSG+	HD 635	SHOWTIME SHOWCASE	HD 548	UP	338
Cinemax East	HD 515	ENCORE Family	542	GSN	410	MSNBC	HD 556	SHOWTIME WEST	HD 546	USA Network	HD 242
Cinemax West	HD 516	ENCORE Suspense	539	H2	HD 271	MTV	HD 331	SHOWTIME WOMEN (HD only) <sup>2</sup>	HD 552	Velocity (HD only) <sup>2</sup>	HD 281
5StarMAX East (HD only) <sup>2</sup>	HD 520	ENCORE Westerns	538	Hallmark Channel	HD 312	MTV2	333	Shopping Network	309	VH1	HD 335
ActionMAX East (HD only) <sup>2</sup>	HD 519	Enlace <sup>3</sup>	448	Hallmark Movie Channel (HD only)	HD 565	mun2 <sup>3</sup>	410	SNY	HD 639	VH1 Classic	337
MAX Latino (HD only) <sup>2</sup>	HD 523	ESPN	HD 206	HBO East	HD 501	NASA TV <sup>2</sup>	346	Son Life Broadcasting Network	344	Vme <sup>3</sup>	440
MoreMAX <sup>2</sup>	HD 517	ESPN Classic	614	HBO West	HD 504	Nat Geo WILD	HD 283	Spike	HD 241	WE tv	260
MovieMAX East (HD only) <sup>2</sup>	HD 521	ESPN2	HD 209	HBO Comedy (HD only) <sup>2</sup>	HD 506	National Geographic Channel	HD 276	Sportsman Channel	605	The Weather Channel	HD 362
ThrillerMAX (HD only) <sup>2</sup>	HD 522	ESPNNEWS	HD 207	HBO Family East	HD 507	NBA TV	HD 216	SportsSouth	HD 649	WeatherNation	HD 361
Cloo	308	ESPNU	HD 208	HBO Family West	508	NBC Sports Network	HD 220	SportsTime Ohio	HD 662	WGN America	HD 307
CMT	HD 327	Esquire Network	235	HBO Latino	HD 511	NESN	HD 628	Sprout	295	The Word Network	373
CNBC	HD 355	EWTV	370	HBO Signature	HD 503	NFL Network	HD 212	STARZ East	HD 527	World Harvest Television (WHT)	367
CNBC World	357	FLIX	556	HBO2 East	HD 502	NHL Network	HD 215	STARZ West	HD 528	YES Network <sup>4</sup>	HD 631
CNN	HD 202	Food Network	HD 231	HBO2 West	HD 505	Nick Jr.	301	STARZ Cinema (HD only) <sup>2</sup>	HD 531	SonicTap Music Channels <sup>3</sup> - 84	
Comcast SportsNet Bay Area	HD 696	FOX Business Network	HD 359	HBO ZONE (HD only) <sup>2</sup>	HD 509	Nickelodeon/Nick at Nite (East)	HD 299	STARZ Comedy (HD only) <sup>2</sup>	HD 526		
Comcast SportsNet California	HD 698	FOX Deportes <sup>2</sup>	425/624	HGTV	HD 229	Nickelodeon/Nick at Nite (West)	300	STARZ Edge	HD 529		

## EN ESPAÑOL ADD-ON PACKAGES

Add even more Spanish-language entertainment and international sports to any General Market Base Package. See page 3.

STARTING AT \$4<sup>99</sup> ONLY mo.

Add DIRECTV® HD EXTRA PACK for just \$4.99/mo. (HD equipment required). \*In certain markets, a Regional Sports Fee of up to \$3.63/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.

Lineup effective as of 7/24/14. Get updates at [directv.com/channels](http://directv.com/channels). 1 Eligibility for local channels based on service address. Visit [directv.com/locals](http://directv.com/locals) and [directv.com](http://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](http://directv.com/hdlocals). 2 Requires HD equipment. 3 Requires a DIRECTV Multi-Satellite System. 4 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. 5 Blackout restrictions and other conditions apply to all sports programming. Actual number of games varies by market due to blackout rules and other conditions. Programming, pricing, terms and conditions subject to change at any time. Pricing residential. Taxes not included.



# En Español Offers

	MÁS LATINO® Package OVER 105 CHANNELS • Over 50 in Spanish¹ • Over 55 in English	ÓPTIMO MÁS™ Package OVER 180 CHANNELS • Over 60 in Spanish¹ • Over 115 in English	MÁS ULTRA™ Package OVER 215 CHANNELS • Over 65 in Spanish¹ • Over 150 in English	LO MÁXIMO™ Package OVER 320 CHANNELS • Over 75 in Spanish¹ • Over 245 in English
NATIONAL OFFER	\$36.99/mo.: Regular Price -\$12.00/mo.: National Offer Instant Savings  <b>\$24.99*</b> MO. FOR 12 MONTHS with 24-month agreement** plus add'l fees.	\$50.99/mo.: Regular Price -\$21.00/mo.: National Offer Instant Savings - \$5.00/mo.: Instant Savings (Low- and medium-risk customers only)  <b>\$24.99*</b> MO. FOR 12 MONTHS with 24-month agreement** plus add'l fees.	\$67.99/mo.: Regular Price -\$28.00/mo.: National Offer Instant Savings - \$5.00/mo.: Instant Savings (Low- and medium-risk customers only)  <b>\$34.99*</b> MO. FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports Fee applies in certain markets.	\$129.99/mo.: Regular Price -\$28.00/mo.: National Offer Instant Savings - \$5.00/mo.: Instant Savings (Low- and medium-risk customers only)  <b>\$96.99*</b> MO. FOR 12 MONTHS with 24-month agreement** plus add'l fees. Regional Sports Fee applies in certain markets.
ADDITIONAL SAVINGS			2014 <b>NFL SUNDAY TICKET with NFL SUNDAY TICKET MAX Upgrade</b>	<b>INCLUDED at no extra charge†</b> Sports subscriptions auto-renew each season. See page 2.
2ND YEAR SAVINGS		<b>3 FREE MONTHS:</b> Premiums roll to \$40/mo. at month 4	<b>HBO</b> CINEMAX <b>HBO</b> Latino <b>SHOWTIME</b> MAX LATINO	<b>2ND YEAR OF SAVINGS!</b> Save \$10/mo. in months 13-24 for a total of \$120 in additional savings! (Low- and medium-risk customers only)
		<b>4 FREE UPGRADES: 1 GENIE® HD DVR &amp; UP TO 3 GENIE MINIS; OR 4 HD RECEIVERS; OR SELECT 1 GENIE HD DVR &amp; UP TO 3 WIRELESS GENIE MINIS for only \$99.†</b> 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.		
		<b>genieGO</b> Add a GenieGO™ device for \$99 (after \$50 instant rebate; normally \$149) when customer takes a Genie® HD DVR.^^		
ADVANCED PRODUCT OFFER	<b>DIRECTV™ PROTECTION PLAN:</b> Upgrade and protect your DIRECTV System for only \$7.99/mo.‡			
	<b>FREE STANDARD PROFESSIONAL INSTALLATION:</b> MÁS LATINO: In up to 2 rooms; ÓPTIMO MÁS and above: In up to 4 rooms. <b>FREE DIRECTV CINEMA® CONNECTION KIT</b> For all non-fee HD DVR customers			
	<ul style="list-style-type: none"> <li><b>ADVANCED RECEIVER SERVICE:</b> \$15/mo. (Required for all HD DVRs, Genie HD DVR and TiVo® HD DVRs)</li> <li><b>TIVO® SERVICE:</b> \$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™, YouTube, Spanish UI, DIRECTV2PC video streaming, DIRECTV CINEMA (satellite downloads)</li> <li><b>EQUIPMENT FEES:</b> HD Receiver: \$99   Genie Mini: \$99   HD DVR &amp; TiVo® HD DVR: \$199   Genie HD DVR: \$299   GenieGO: \$149   Wireless Genie Mini/ Wireless Video Bridge: \$198   Each Additional Wireless Genie Mini: \$99</li> <li><b>TV FEE:</b> A \$6/mo. fee applies for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on your account. See page 7 for details.</li> <li><b>REGIONAL SPORTS FEE:</b> In certain markets, a Regional Sports Fee of up to \$3.63/mo. will be assessed with MÁS ULTRA Package and above.</li> </ul>			
PREMIUM CHANNELS	<b>ADD MONTHLY PREMIUMS:</b> 1 = \$13.99 (\$17.99 for HBO) 2 = \$25 (\$30 with HBO) 3 = \$35 (\$40 with HBO)		<b>PREMIUMS INCLUDE:</b> <b>HBO</b> <b>HBO</b> <b>SHOWTIME</b> <b>starz</b> <b>CINEMAX</b> <b>MAX LATINO</b> <b>SPORTS FAN</b>	

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



TyC Sports



**ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT.** \*\* Offers valid through 10/1/14. 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. Blackout restrictions and other conditions apply to all sports programming. Actual number of games varies by market due to blackout rules and other conditions.

**\*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 three premium movie packages (including HBO), a \$120 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/technology/protection\\_plan](http://directv.com/technology/protection_plan) 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.



# Selling DIRECTV is simpler than ever!

## HD equipment is the new standard



**We're making it easier for new customers to get a premium entertainment experience.** Genie® and Genie Minis, HD DVRs and HD Receivers are the only hardware DIRECTV offers! This now provides your sales team with a higher quality offer to sell!

### DON'T FORGET

The \$6/mo. additional TV fee now applies to each TV. Be sure to address questions customers may have about fees. For example:

#### ■ Question

- "Your advertisement says \$34.99 on CHOICE Package. Why do I have to pay \$6 more for each TV?"

#### ■ Response

- "Our advertised prices are for the programming packages only. They do not include additional fees."

## Reduced fees, easier offers, more satisfied customers

**Advanced Receiver Service (ARS) monthly fee has been reduced to just \$15 per month.** Plus, customers who take HD Receivers only are no longer required to pay HD-only fees!

### DON'T FORGET

To keep your churn low, always discuss the benefits of **Auto Bill Pay** and use the assumptive close during the selling process:

#### ■ Benefits

- "Auto Bill Pay makes the payment process easy, is very safe and your information is kept secure and private."
- "Auto Bill Pay is available to provide peace of mind, knowing that your bill will never be late, which could jeopardize your entertainment experience."

#### ■ Assumptive Close

When you ask for a debit or credit card to secure the customer's order, use assumptive statements to secure ABP as well. For example:

- "To secure your order and set up Auto Bill Pay, which debit or credit card would you like to use today?"
- "With Auto Bill Pay you can save a lot of time and review your account online 24/7. I can set that up for you today with a credit or debit card."

**AUTO  
BILL PAY**

**SECURE &  
PRIVATE**

**NEVER  
LATE**



# International Offers



	BASIC CHOICE™ Package Only available with addition of a WorldDirect® A La Carte Package OVER <b>85</b> CHANNELS	PREFERRED CHOICE™ Package Only available with addition of a WorldDirect® A La Carte Package OVER <b>125</b> CHANNELS	WorldDirect® A La Carte Packages Must be added to a base programming package. Channels in <b>bold</b> are exclusive to DIRECTV.®
NATIONAL OFFER	<b>EVERYDAY LOW PRICE</b>  <b>\$16<sup>99</sup></b> MO.	<b>\$45.99/mo.:</b> Regular Price <b>-\$26.00/mo.:</b> National Offer Instant Savings <b>-\$5.00/mo.:</b> Instant Savings (Low- and medium-risk customers only)  <b>\$14<sup>99</sup></b> MO.  FOR 12 MONTHS with 24-month agreement** plus add'l fees.	<b>CHINESE</b> <b>MandarinDirect® III</b> <b>\$16.99/mo.</b> CCTV-4, Charming China, CTVI Zhong Tian Channel, FoodNetwork Asia, Jiangsu Satellite TV, Phoenix InfoNews, Phoenix North America <b>ChineseDirect™</b> <b>\$12.99/mo.</b> 88Films, 88TV, beIN SPORTS, CCTV-4, CCTV News, FoodNetwork Asia, GZTV, iCable Financial Info News, iCable News, MLB Network, NBA TV
ADD'L SAVINGS		<b>3 FREE MONTHS:</b> <b>HBO®</b> <b>SHOWTIME</b> <b>CINEMAX</b> Premiums roll to \$40/mo. at month 4	<b>KOREAN</b> <b>KoreanDirect™ Golf</b> <b>\$33.99/mo.</b> Anirang TV, CTS, EBS, Golf Channel, KBS World, MBC, MBC Every1, MBN Plus, National Geographic Channel Korea, Radio Korea, SBS, SBS Plus, TAN TV, tvN, YTN <b>KoreanDirect™</b> <b>\$28.99/mo.</b> Anirang TV, CTS, EBS, KBS World, MBC, MBC Every1, MBN Plus, National Geographic Channel Korea, Radio Korea, SBS, SBS Plus, TAN TV, tvN, YTN <b>KoreanDirect™ Lite</b> <b>\$19.99/mo.</b> Anirang TV, CTS, KBS World, National Geographic Channel Korea, Radio Korea, SBS, YTN
2ND YEAR SAVINGS		<b>2ND YEAR OF SAVINGS!</b> Save \$10/mo. in months 13-24 for a total of \$120 in additional savings! (Low- and medium-risk customers only)	<b>VIETNAMESE</b> <b>VietDirect™ Plus</b> <b>\$19.99/mo.</b> HONVIET, Little Saigon Radio, SBTN, Tai Seng Vietnam, Viet Network, Viñh Tho, Viet Global Network, Vietfast TV <b>SBTN A La Carte</b> <b>\$14.99/mo.</b>
ADVANCED PRODUCT OFFER	<b>NO HARDWARE REBATES AVAILABLE</b>	<b>4 FREE UPGRADES: 1 GENIE® HD DVR &amp; UP TO 3 GENIE MINIS; OR 4 HD RECEIVERS; OR SELECT 1 GENIE HD DVR &amp; UP TO 3 WIRELESS GENIE MINIS for only \$99.*</b> <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 &amp; get up to 3 Wireless Genie Mini lease upgrades for an additional \$99.</small>  <b>Add a GenieGO™ device for \$99</b> (after \$50 instant rebate; normally \$149) when customer takes a Genie HD DVR.^^	<b>FILIPINO</b> <b>FilipinoDirect™</b> <b>\$35.99/mo.</b> ABS-CBN News Channel, BRO, Cinema One Global, DZMM, INCTV, GMA Life TV, GMA Pinoy TV, Lifestyle Network, MYX, MOR 101.9, TFC <b>TFCDirect™</b> <b>\$26.99/mo.</b> ABS-CBN News Channel, BRO, Cinema One Global, DZMM, INCTV, Lifestyle Network, MYX, MOR 101.9, TFC <b>PinoyDirect®</b> <b>\$25.99/mo.</b> GMA Pinoy TV, MYX, TFC
PREMIUM CHANNELS	<b>DIRECTV™ PROTECTION PLAN:</b> Upgrade and protect your DIRECTV System for only \$7.99/mo.†  <b>FREE STANDARD PROFESSIONAL INSTALLATION:</b> In up to 4 rooms. <b>FREE DIRECTV CINEMA® CONNECTION KIT</b> For all non-free HD DVR customers  ■ <b>ADVANCED RECEIVER SERVICE:</b> \$15/mo. (Required for all HD DVRs, Genie HD DVR and TiVo® HD DVRs) ■ <b>TIVO® SERVICE:</b> \$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™, YouTube, Spanish UI, DIRECTV2PC video streaming, DIRECTV CINEMA (satellite downloads) ■ <b>EQUIPMENT FEES:</b> 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 ■ <b>TV FEE:</b> A \$6/mo. fee applies for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on your account. See page 7 for details.	<b>ADD MONTHLY PREMIUMS:</b> <b>1 = \$13.99</b> (\$17.99 for HBO) <b>2 = \$25</b> (\$30 with HBO) <b>3 = \$35</b> (\$40 with HBO) <b>4 = \$43</b> (\$48 with HBO) <b>5 = \$55</b>  <b>PREMIUMS INCLUDE:</b> <b>HBO®</b> <b>CINEMAX</b> <b>SPORTS PACK</b> <b>starz</b> <b>SHOWTIME</b>	<b>SOUTH ASIAN</b> <b>Willow Cricket A La Carte</b> <b>\$14.99/mo.</b>  <b>BRAZILIAN</b> <b>BrazilianDirect™ I</b> <b>\$29.99/mo.</b> PFC, TV Globo <b>PFC A La Carte</b> <b>\$19.99/mo.</b> <b>TV Globo A La Carte</b> <b>\$19.99/mo.</b>  <b>RUSSIAN</b> <b>RussianDirect™ II</b> <b>\$34.99/mo.</b> Carousel, Channel One, Dom Kino, Muzika Pervogo, NTV, ROSSIA 24, RTR Planeta, RTVI, Vremya <b>RussianDirect™ PLUS</b> <b>\$29.99/mo.</b> Channel One, Dom Kino, Muzika Pervogo, NTV, ROSSIA 24, RTR Planeta, RTVI <b>RussianDirect™</b> <b>\$14.99/mo.</b> Carousel, Channel One, Dom Kino, Muzika Pervogo, Vremya <b>Channel One A La Carte</b> <b>\$14.99/mo.</b> <b>RTR Planeta A La Carte</b> <b>\$14.99/mo.</b>

Offers valid through 10/1/14. 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-PREVALENT RATES. Three free months of three premium movie packages (including HBO), a \$120 value. LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Featured package/service names and current prices: SELECT \$49.99/mo.; ENTERTAINMENT \$57.99/mo.; CHOICE \$66.99/mo.; XTRA \$73.99/mo.; ULTIMATE \$81.99/mo.; PREMIER \$129.99/mo.; MAS LATINO \$36.99/mo.; OPTIMO MAS \$50.99/mo.; MAS ULTRA \$67.99/mo.; LO MAXIMO \$129.99/mo.; BASIC CHOICE Package \$16.99/mo. and PREFERRED CHOICE Package \$45.99/mo.; Advanced Receiver fee \$15/mo. In certain markets, a Regional Sports fee of up to \$3.63/mo. will be assessed with CHOICE Package or above and MAS ULTRA Package or above. Prices include the following instant bill credits for first 12 months: \$25 for SELECT Package, \$28 for ENTERTAINMENT Package, \$32 for CHOICE Package, \$34 for XTRA Package and \$37 for ULTIMATE Package or above; \$12 for MAS LATINO Package, \$26 for OPTIMO MAS Package, \$33 for MAS ULTRA Package or above; and \$31 for PREFERRED CHOICE Package. In months 13-24, bill credit will be \$10/mo. on CHOICE Package or above and MAS ULTRA Package or above, and PREFERRED CHOICE Package. 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/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 MAS 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. 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. **INSTALLATION:** Standard professional installation in up to four rooms only. Custom installation extra. **DIRECTV ON DEMAND:** Access to available DIRECTV On Demand programming is based on package selection. Actual number of shows and movies will vary. Additional fees apply for new releases. Some DIRECTV On Demand content requires an HD DVR (HR20 or later) or DVR (R22 or later), DIRECTV CINEMA Connection Kit and broadband Internet service with speeds of 750 kbps, or higher and a network router with an available Ethernet port. Visit directv.com/movies for details. 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. 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. ©2014 DIRECTV. DIRECTV and the Cyclone Design logo, AUDIENCE, SELECT, CHOICE, PREMIER, DIRECTV CINEMA, GENIE, GENIEGO, MEXICO PLUS, AMERICAS PLUS, MAS LATINO, OPTIMO MAS, MAS ULTRA, LO MAXIMO, 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.