



CONSUMER POSITIONING

DIRECTV brings you Amen Corner from the Masters in 4K Ultra HD, the first live sports 4K broadcast in the U.S., plus the first full-time 4K channel. With the industry's best picture format, it's the next best thing to being there.

- **First U.S. Pay TV provider to deliver Live 4K sports with Amen Corner from the Masters:** DIRECTV is the first U.S. provider to bring you a live sporting event in 4K Ultra HD, with lifelike clarity, richer colors and virtually four times the resolution of HD.*
- **First Full-Time Ultra HD Channel:** DIRECTV is the first and only U.S. pay TV provider to bring you a channel with Ultra HD around the clock. We've got the best in 4K—from original series to travel shows and more!.*
- **Movies in 4K:** Movies in 4K Ultra HD are revolutionizing in-home entertainment. Don't miss out on a theatre-quality experience that is now available 24/7—from DIRECTV.*
- **Best Picture Format and Sound:** DIRECTV 4K ULTRA HD gives you premier theater-quality Dolby 7.1 sound and the industry's best picture format. It's virtually 4x the resolution of HD, with richer colors and more lifelike clarity. Dolby Digital Plus 7.1 available when provided by programmer. Additional equipment required.

*Limited titles available. Requires a Genie HD DVR (model HR54 or later) and a DIRECTV 4K Ready TV, or 4K TV connected to a 4K Genie Mini. Additional & Advanced Receiver fees apply. ULTIMATE Package or higher and 4k account authorization required. Visit directv.com/4K for complete details.

DIRECTV 4K—Features & Benefits and FAQs

FEATURES	BENEFITS
The First U.S. Pay TV Provider to Deliver Live 4K sports with Amen Corner from the Masters	<ul style="list-style-type: none"> ■ DIRECTV is the first U.S. provider to bring you a live sporting event in 4K Ultra HD with lifelike clarity, richer colors and virtually four times the resolution of HD. ■ No more waiting to download content—enjoy amazing content instantly!
The First Full-Time Ultra HD Channel	<ul style="list-style-type: none"> ■ DIRECTV is the first and only U.S. pay TV provider to bring you a channel with Ultra HD around the clock. We've got the best in 4K—from original series to travel shows and more!
Movies in 4K	<ul style="list-style-type: none"> ■ 4K Ultra HD movies are revolutionizing in-home entertainment. Don't miss out on a theatre-quality experience that is now available 24/7 from DIRECTV.
Best Picture Format and Sound	<ul style="list-style-type: none"> ■ Now you can sit as close to the TV as you want without seeing pixilation or compromising clarity. ■ DIRECTV 4K ULTRA HD gives you premier theater-quality Dolby Digital Plus 7.1 sound and the industry's best picture format. It's virtually 4x the resolution of HD, with richer colors and more lifelike clarity. <small>Dolby Digital Plus 7.1 available when provided by programmer. Additional equipment required and sold separately.</small> <ul style="list-style-type: none"> ■ Enjoy the industry standard in sound from the comfort of your own home. ■ Take your home theater to the next level in professional sound. ■ Enjoy a powerful and dramatic new cinema-quality listening experience.
Faster Frame Rates	<ul style="list-style-type: none"> ■ Faster frame rates allow the human eye to perceive images to be more lifelike and detailed.
The Masters Exclusive Coverage of Amen Corner in 4K	<ul style="list-style-type: none"> ■ Exclusive Coverage of Amen Corner (Holes 11, 12 & 13) in 4K Ultra HD quality.
DIRECTV 4K Ready TV Partners	<ul style="list-style-type: none"> ■ DIRECTV 4K Ready TVs support 4K picture quality—almost 4X the definition of HD! ■ Go to directv.com/dtv4kready for the latest list of supported DIRECTV 4K Ready TV models. <ul style="list-style-type: none"> ■ Please note, Genie equipment requirements listed at bottom of the link above are not current. Please refer to page 3 of this document for the correct Genie requirements.

What is 4K?

- 4K is a type of video broadcast quality that delivers four times the picture resolution of 1080p Full HD, that's eight million pixels compared to two million pixels. 4K is the highest resolution signal currently available for in-home movies and TV.

What are DIRECTV 4K Channels?

- DIRECTV 4K channels are linear broadcasts of 4K content, with no wait time to download. We are offering three 4K channels.

What 4K channels do you offer?

- **DIRECTV 4K channel 104** is a 24/7 channel with linear 4K content, featuring nature documentaries and original content from AUDIENCE®.
- **DIRECTV 4K channel 105** is a Pay Per View movie channel that will have full-length feature movies and short-form documentaries.
- **DIRECTV 4K channel 106** is an event channel with 4K live events such as Amen Corner from the Masters and other PPV events, as they are available.

How is 4K different from HD?

- 4K delivers four times the picture resolution of 1080p Full HD, that's eight million pixels compared to two million pixels.

What are the synonyms for 4K?

- 4K is also referred to as Ultra HD, UHD, 4K UHD and Ultra High Definition.

DIRECTV 4K—Requirements/FAQs

Where can I find DIRECTV 4K channels?

- AUDIENCE® programs nature documentaries and more can be found on channel 104.
- 4K Pay Per View movies can be found on channel 105.
- Live 4K events such as Amen Corner from the Masters can be found on channel 106.

What sort of coverage do you have of the Masters Tournament?

DIRECTV brings two types of coverage:

- 4K Ultra HD quality coverage:
 - Enjoy exclusive coverage of Amen Corner (holes 11, 12 & 13) from April 7-10, on channel 106.
- HD Coverage (non 4K Ultra HD):
 - Enjoy The Masters Mosaic from April 7-10, on channels 701-705.
 - Interactive leader board and player scorecards, groupings, tee times and more.
 - Ongoing tournament highlights.

What is required to watch DIRECTV 4K channels 104, 105 and 106?

- **Genie HD DVR:** Model HR54 or above.
- **DIRECTV 4K Ready TV:** You will need a manufacturer-certified DIRECTV 4K Ready TV.
 - If your 4K TV is not certified DIRECTV Ready, you will also need a **4K Genie Mini (C61K)** to connect to that TV.
There is a fee of \$7/mo. for each receiver and/or Genie Mini /DIRECTV Ready TV/Device on your account. In the event the DIRECTV 4K Ready TV is the only television connected to DIRECTV service, there will be an additional charge of \$7/mo. Advanced Receiver Service fee also applies.
- **ULTIMATE Package:** DIRECTV 4K channels require a subscription to the ULTIMATE Package or above.
- **Professional installation:** New DIRECTV 4K customers will also require professional installation.
 - Installation of a DIRECTV 4K Ready TV requires a broadband connection.
 - Installation of a 4K Genie Mini does not require Internet.
- **Authorized 4K customer account:** 4K customers will need their account to be 4K authorized by DIRECTV.

Are all the 4K programming requirements in the system?

- No, the requirement for the ULTIMATE Package or above will not be in the system until 4/14.
- There will be a gap from 2/18 to 4/14 when agents will be responsible for enforcing the minimum base package requirement.
- Details are available on Agent Answer Center.

Why is it recommended to connect your Genie to a non-4K TV?

- The Genie (HR54) itself cannot display 4K content and thus was designed to connect to a non-4K TV. 4K content can be viewed via a DIRECTV 4K Ready TV or a 4K TV connected to a Genie Mini (C61K).
 - If you have only one TV which is 4K—or all your TVs are 4K—please expect the following:
 - In one of your rooms, you will be charged for 2 rooms as your Genie HR54 and DIRECTV 4K client (either DIRECTV 4K Ready TV or 4K Genie Mini) must both be active. Professional installation is required in this scenario.

There is a fee of \$7/mo. for each receiver and/or Genie Mini /DIRECTV Ready TV/Device on your account. In the event the DIRECTV 4K Ready TV is the only television connected to DIRECTV service, there will be an additional charge of \$7/mo. Advanced Receiver Service fee also applies.

I already have DIRECTV 4K VOD, how do I get DIRECTV 4K channels (104, 105 and 106)?

- If you already have 4K VOD, you need an HR54 Genie and the ULTIMATE Package or above to access DIRECTV 4K channels.
 - To find out your receiver model, press the “MENU” button, navigate down to “Settings & Help” and select “Settings”. The receiver information will be displayed. If either HR34 or HR44 is listed, you will need to upgrade your receiver to an HR54.
- If you have to upgrade your receiver, a professional installer may have to come to the house, or DIRECTV may be able to drop ship the required hardware to you, depending upon your system setup.

DIRECTV 4K—Requirements/FAQs

Where can I get a DIRECTV 4K Ready TV?

- There is a list of DIRECTV 4K Ready TV manufacturers listed on directv.com/dtv4kready. Please note, Genie equipment requirements listed at bottom of the link are not current. Please refer to page 3 of this document for Genie equipment requirements.

Can a DIRECTV customer purchase a 4K TV that is not DIRECTV 4K Ready and view DIRECTV 4K content?

- Yes, but ONLY if they connect a 4K Genie Mini (model C61K or later) to their compatible non-DIRECTV 4K Ready TV.

Is there a room minimum in order to get DIRECTV 4K channels?

- There is not a minimum requirement, but if a one-room customer chooses to get DIRECTV 4K service, they will be charged for 2 receivers because both a Genie and 4K client (DIRECTV 4K Ready TV or 4K Genie Mini) must be active to view 4K.

How do I order a DIRECTV 4K movie on DIRECTV 4K channel 105?

- 1 Go to the channel guide to see what is playing on Channel 105.
- 2 Select your desired title.
- 3 If there is a fee you will be prompted to accept the charge before watching.
 - If you order before the title starts, the movie will begin playing at the time listed in the channel guide.
 - If the movie has been playing for under 30 minutes, it will start in-progress.
 - If the movie has been playing for over 30 minutes, you will not be allowed to order it.

How much does a DIRECTV 4K movie cost?

- Pricing for 4K movies ranges from free to \$12.99 each.

How much 4K content can I watch simultaneously in my home?

- The HR54 supports one 4K channel stream at a time, but there are different things you can do simultaneously on the HR54. Here are three examples:
 - If you're recording 4K content from one of the 4k channels on one TV, you can watch a previously-recorded show from a 4K channel at the same time, and also watch recorded 4K VOD content on a second 4K TV.
 - If you're watching a show on a 4k channel, you can record what you're viewing at the same time.
 - If you're playing recorded 4K content (whether you recorded it from a 4K channel or On Demand), you can simultaneously record one 4K show from one of the 4K channels.

Can I record DIRECTV 4K channel programming on my Genie?

- Yes, you can. And you can watch those recordings in 4K.

How many 4K programs can I store on my Genie?

- It depends on how much free space is available on your hard drive. Actual recording capacity varies based on programming being recorded.

Do I need to download all my DIRECTV 4K content?

- For 4K VOD movies, you have to wait for content to download. But with DIRECTV 4K channel 105, there's always something to watch, 24/7.

Do I need a broadband-connected HD DVR to get DIRECTV 4K programming?

- No, you do not need a broadband-connected HD DVR to access DIRECTV 4K channels, however you will need to be connected for 4K installation and to access 4K VOD movies.

4K: To view programs in 4K HD, the following are required: Genie HD DVR (model HR54 or later) and a DIRECTV 4K Ready TV, or 4K TV connected to a 4K Genie Mini, ULTIMATE Package or higher, and 4K account authorization. Additional and Advanced Receiver fees apply. Internet connection required to download VOD content and at time of installation. Professional installation required.