

Hopper System Customer Pricing



Weekly Training

RSP and Subcontractor

03/12/12

Overview

The Hopper Whole-Home HD DVR pricing is similar to Dish's current pricing structure. New and existing DHA/DHA24 and Flex/Flex24 customers will be able to order the Hopper system after its launch. Pricing will vary depending on the customer agreement and star level.

Why It's Important

Technicians must review and understand the Hopper system pricing structure to ensure comprehension. For example, if a customer asks about adding an extra Joey, we should be able to help them out with the basic pricing details.

What I Need To Know

New Customer Installation Costs

New Customer	Hopper 1	Hopper 2	Joey 1	Joey 2	Joey 3	Joey 4+
DHA/DHA24	\$0	\$199	\$0	\$0	\$0	\$99/ea.
Flex/Flex24 (Plus \$99 Activation Fee)	\$449	\$449	\$99	\$99	\$99	\$99/ea.

Existing Customer DIU Costs

Model	Star				
	5	4	3	2	1
Hopper	\$100	\$100	\$100	\$200	n/a
Joey	\$0	\$0	\$0	\$100	n/a

DIU cost includes up to four Joeys per 3 to 5-star customer. Additional Joeys cost \$99/ea. Two-star customers pay \$100 per each Joey.

Unit Cost	
Hopper	\$449
Joey	\$99
Monthly Fees	
DVR Fee	\$6
Whole Home DVR Enhancement Fee	\$4
A/O Fee per Joey	\$7
Second Hopper Fee (if applicable)	\$7

Monthly Cost Scenarios					
TVs	Hopper	Joey	Fee	Cost	Total
2	1	1	DVR Fee WHHDDVR A/O Fee	\$6 \$4 \$7	\$17
3	1	2	DVR WHHDDVR A/O Fee	\$6 \$4 \$14	\$24
4	1	3	DVR WHHDDVR A/O Fee	\$6 \$4 \$21	\$31

