



WorldDirect™ on DIRECTV®

Overview

DIRECTV is very pleased to announce our new line of WorldDirect™ services, aimed at reaching even more new markets and bringing in more satisfied DIRECTV subscribers.

In the last few months, we've launched new packages in a wide variety of foreign languages beginning with Vietnamese and South Asian languages including Hindi and Tamil, and just recently added an Italian option to our existing Chinese-language services.

Drawing on the worldwide strength of News Corporation and its properties, WorldDirect services are poised to offer new impactful programming for these underserved ethnic markets.

WorldDirect services include:

VietnameseDirect™ – featuring SBTN: America's FIRST and ONLY 24-hour Vietnamese language television network. Attracting Vietnamese-speaking audiences of all generations, SBTN connects a growing audience of more than 1.8 million Vietnamese Americans to their heritage, culture, and identity.

HindiDirect™ – featuring:

- **STAR PLUS** – India's #1 cable channel for four years running, which dominates every entertainment genre and timeslot. The channel features the top 40 programs on cable in India every week, including the most popular soap operas, dramas and comedies.
- **STAR ONE** – the channel that unleashes the next generation of Hindi entertainment with a diverse mix of programming and cutting-edge production values that appeal to urban, upwardly mobile Indian audiences. STAR ONE parades an array of original programs, including the freshest and boldest dramas and comedies available.
- **STAR NEWS** – offers viewers 24-hour Hindi news that is relevant to today's Indians. This channel covers the full spectrum of South Asian news, ranging from politics to business, investigative reports to consumer issues, crime to the environment.

TamilDirect™ – featuring VIJAY, one of the most popular entertainment channels in India broadcasting in Tamil. Programming on VIJAY is tailor-made to cater to the distinctive culture of Tamil Nadu, and features an excellent mix of dramas, soaps, comedy, music and movies to talk shows and debates on topical issues.

SKY TG24 – The Italian channel dedicated entirely to news, with live news features every 30 minutes. Concentrating mainly on national and international news and reports, SKY TG24 provides an objective viewpoint on happenings in Italy and around the world. Besides bulletins, there are also in-depth features and reports, and debates with in-studio guests.

AASTHA – America's first Asian-Indian spiritual and cultural TV network where the faithful can tap into spiritual discussions and meditations, as well as enjoy self-actualization programs, documentaries and drama series.

(more)

International Sports on DIRECTV

The same world-class championship rugby and soccer events that DIRECTV has always delivered are now joined by the best cricket offering available in America!

CricketTicket™ – Love cricket? Then you'll love the CricketTicket subscription, where you'll be able to watch up to 120 days of live international cricket from around the world in one convenient package. If you just want to watch one tour, we also offer CricketTicket on a pay-per-tour basis. Featuring some of the most exciting action around, where you'll find many of the top cricket nations competing live with familiar favorites from India, Pakistan, and many others.

Other International Services

Jadeworld – featuring:

- **THE JADE CHANNEL (EAST)** - catering to the specific viewing habits of East Coast Cantonese-speaking viewers. Features the most updated Hong Kong daily news, popular TVB dramas, entertainment and variety shows, cartoons and news/travel magazines.
- **THE JADE CHANNEL (WEST)** – catering to the specific viewing habits of West Coast Cantonese-speaking viewers. Features the most updated Hong Kong daily news, popular TVB dramas, entertainment and variety shows, cartoons and news/travel magazines.
- **JADEWORLD SUPER CHANNEL** – All-Mandarin programming, including Taiwan-produced super drama hits, well-known entertainment variety shows and popular talk shows.
- **THE CHINESE MOVIE CHANNEL** – Offers the most popular blockbuster hits featuring your favorite movie stars. From action thrillers, comedies, and dramas to kung-fu films - the Chinese Movie Channel has it all.
- **CCTV- 4** – The international Channel of CCTV, features programs that reflect China's history, culture, economics, politics and people. CCTV-4 brings you closer to China.

Phoenix TV – Phoenix North America Chinese Channel broadcasts news and information programming, in addition to drama series from China, Hong Kong, Taiwan, Japan, Korea, and Singapore. In addition, the channel provides coverage of news features and special events on the lives of people living in Chinese communities in North America.

Hardware Specifications

WorldDirect services broadcast from the 95° West Longitude (WL) orbital location and reception will require a new 36" DIRECTV Multi-Satellite dish antenna, which covers both 95° and 101° orbital locations. This new dish is currently stocked at all DIRECTV authorized distributors.

Ordering Services

It's as easy as our other DIRECTV packages! Enjoy the best English and foreign-language services all through DIRECTV!

(more)

1. Customers choose an English-language package, specially designed for the WorldDirect service:

- DIRECTV BASIC with Local Channels – \$9.99/mo. -50 channels: 30 Music Choice + Public Interest Channels + Locals
- DIRECTV PREFERRED CHOICE™ with Local Channels – \$29.99/mo. – 86 channels: 30 Music Choice + Basic Channels + Locals
- Or any DIRECTV TOTAL CHOICE® package – as low as \$39.99/mo.

2. Then customers add on their choice of WorldDirect services:

- VietnameseDirect – \$14.99/mo.
- HindiDirect – \$29.99/mo.
- TamilDirect – \$14.99/mo.
- SKY TG24 – \$9.99/mo.
- AASTHA – \$14.99/mo.
- CricketTicket (season package) – \$199
- Other International Services (do not require English-language buy-through)
 - Jadeworld – \$36.99/mo.
 - Phoenix TV – \$19.99/mo.

3. And their whole house is complete.

DIRECTV currently offers new customers who activate a WorldDirect service with the DIRECTV PREFERRED CHOICE package (or above) a \$150 credit on their DIRECTV bill, prorated to a \$12.50/mo. credit over 12 consecutive months. Annual programming commitment required.

DIRECTV is proud to deliver WorldDirect: targeted, impactful programming for America's ethnic audiences. Stay tuned for more channels and languages to be added in the near future!

*Programming, pricing, terms and conditions subject to change. For more information about DIRECTV's exciting lineup of WorldDirect services, please contact your regional sales rep or visit directv.com.

DIRECTV, the Cyclone Design logo, DIRECTV Active, DIRECTV PARA TODOS, WorldDirect, Cricket Ticket and TOTAL CHOICE are trademarks of DIRECTV, Inc.

STAR PLUS/STAR INDIA PLUS, STAR NEWS/STAR INDIA NEWS, STAR ONE/ONE and VIJAY-© and TM Star Television Productions Limited 2004. All rights reserved.

Visit DIRECTV on the World Wide Web at DIRECTV.com. Updated January 2005

DIRECTV, the cyclone design logo and DIRECTV Active are trademarks of DIRECTV, Inc.