

Direct TV

**Training Presentation**

## DIRECTV via Internet | FEATURES

- ✓ Price guarantees for 24 months with 24 -month Contract
- ✓ No Activation Fees for well qualified customers
- ✓ Every Day Simple Pricing
- ✓ 57 Sports Channels
- ✓ 35 In-Market RSNs
- ✓ Unlimited Concurrent In-Home Streams
- ✓ Unlimited Cloud DVR (cDVR)
- ✓ 4 Tier Base Package + International Options
- ✓ Lease available (No Contract)



**FREE EXPRESS SHIPPING**



**EASY SELF-SET-UP**



**SAME-DAY STREAMING**

## DIRECTV via Internet | PREMIUM ADD-ONS

**max**

\$15.99/mo.

[See channels](#) ▼

**CINEMAX**

\$11/mo.

[See channels](#) ▼

*Paramount+*  
WITH  
**SHOWTIME**  
HD

\$11.99/mo.

[See channels](#) ▼

**STARZ**

\$11/mo.

[See channels](#) ▼

**MGM+**

\$6/mo.

[See channels](#) ▼

**Movies Extra Pack**

\$5/mo.

[See channels](#) ▼

## 4K- DIRECTV via Internet Channels



### 104 (DTV4K)

Full-time channel featuring a mix of 4K content, including nature documentaries and original content.



### 105 (LIVE4K)

Event channel featuring free 4K live events



### 106 (LIVE4K)

Event channel featuring free 4K live events.










## DIRECTV via Internet | FEATURES

A **REVOLUTIONARY** ENTERTAINMENT SERVICE THAT COMBINES THE BENEFITS OF:

- Live TV and sports
- On-demand movies and shows
- Unlimited Cloud DVR
- Access to Max, Netflix, Pandora, Prime Video, and over 7,000 apps on Google Play



# TV via Internet

	Save \$10 per month for 24 mos.!	Save \$10 per month for 24 mos.!	Save \$10 per month for 24 mos.!
<p><b>ENTERTAINMENT</b></p>  <p><a href="#">See all 90+ channels</a></p> <p><b>\$74<sup>99</sup>/mo</b> for 24 months + taxes &amp; fees (\$89.99/mo. w/ req'd 15/mo. ARS fee) w/24-mo. agmt. <a href="#">See details</a></p> <p>Select ENTERTAINMENT</p> <p>What you get ^</p> <ul style="list-style-type: none"> <li>✓ Local channels included, where available</li> <li>✓ Unlimited Cloud DVR recording </li> <li>✓ Gemini device included </li> <li>✓ Special offer on premium networks</li> </ul> <p><a href="#">Compare packages</a></p>	<p><b>CHOICE™</b></p>  <p><a href="#">See all 125+ channels</a></p> <p><del>\$89.99/mo.</del> <b>\$79<sup>99</sup>/mo</b> for 24 months + taxes &amp; fees (\$110.98/mo. w/ req'd \$15/mo. ARS fee &amp; Regional Sports Fee of \$15.99/mo.) w/24-mo. agmt. <a href="#">See details</a></p> <p>Select CHOICE</p> <p>What you get ^</p> <p>Featured Channels in ENTERTAINMENT</p> <p>+</p> <ul style="list-style-type: none"> <li>✓ Specialty sports including: ACC Network, Big Ten Network, MLB Network, NBA TV, SEC Network &amp; more.</li> <li>✓ Regional Sports Networks for watching your local teams </li> </ul> <p><a href="#">Compare packages</a></p>	<p><b>ULTIMATE</b></p>  <p><a href="#">See all 160+ channels</a></p> <p><del>\$119.99/mo.</del> <b>\$109<sup>99</sup>/mo</b> for 24 months + taxes &amp; fees (\$140.98/mo. w/ req'd \$15/mo. ARS fee &amp; Regional Sports Fee of \$15.99/mo.) w/24-mo. agmt. <a href="#">See details</a></p> <p>Select ULTIMATE</p> <p>What you get ^</p> <p>Everything in CHOICE™</p> <p>+</p> <ul style="list-style-type: none"> <li>✓ More sports &amp; movies including: CBS Sports Network, Discovery Family, FX Movie Channel, NHL Network, STARZ Encore &amp; more</li> </ul> <p><a href="#">Compare packages</a></p>	<p><b>PREMIER™</b></p>  <p><a href="#">See all 185+ channels</a></p> <p><del>\$164.99/mo.</del> <b>\$154<sup>99</sup>/mo</b> for 24 months + taxes &amp; fees (\$185.98/mo. w/ req'd \$15/mo. ARS fee &amp; Regional Sports Fee of \$15.99/mo.) w/24-mo. agmt. <a href="#">See details</a></p> <p>Select PREMIER</p> <p>What you get ^</p> <p>Everything in ULTIMATE</p> <p>+</p> <ul style="list-style-type: none"> <li>✓ THE top-rated premium networks including: Max<sup>1</sup>, Paramount+ with SHOWTIME, STARZ<sup>®</sup>, and Cinemax<sup>®</sup></li> </ul> <p><a href="#">Compare packages</a></p>

\*New approved residential customers, price incl. TV pkg & equip. fees for first TV. Add'l fees may apply to non-qualified customers. Equipment lease req'd. Early agmt termination fee applies (\$20/mo.) & add'l fee(s) may apply if equip. not returned. Credit card req'd. Restr's apply. [see details](#)

## DIRECTV via Internet | SPORTS HUB

- ✓ Find favorite team's games, playing right now.
- ✓ See all upcoming games for favorite teams.
- ✓ Get game time notifications.
- ✓ Stay connected to team and sport.
- ✓ Record games for favorite teams.
- ✓ Easily find games that go into overtime.



# DIRECTV via Internet | CONTENT CONSUMPTION

## AT HOME

UNLIMITED CONCURRENT  
STREAMS



[Learn more about device and stream limits here](#)

## OUT OF HOME

UP TO 3 STREAMS

TV-connected devices cannot exceed 2





# DIRECTV via Internet | SPORTS

### Record Games of Favorite Teams

This screenshot shows a game page for Tampa Bay Buccaneers vs Arizona Cardinals. A 'Record Options' menu is open, highlighting three options: 'Record This Game', 'Record Team' (Tampa Bay Buccaneers), and 'Record Team' (Arizona Cardinals). The 'Record This Game' option is highlighted with a yellow box.

### New Game Tiles

This screenshot shows a grid of game tiles for NBA Basketball. The tiles display game times and scores. The first tile, for Tampa Bay Buccaneers at Arizona Cardinals, is highlighted with a yellow box. Other tiles include Tampa Bay Buccaneers at New York Jets, Chicago Bulls at Milwaukee Bucks, and Los Angeles Clippers at Denver Nuggets.

### Auto record extension message

This screenshot shows a game page for Los Angeles Lakers at Los Angeles Clippers. A yellow box highlights the 'Auto Extend' button, which is used to extend recording for the game. The page also shows recording options and a 'Cancel Recording' button.

### Live Scores

This screenshot shows a 'Live Scores' notification. It features the text 'NEW! INTRODUCING LIVE GAME SCORES' and a yellow box highlighting a score of 99-101. Below the notification are buttons for 'Show Scores' and 'Hide Scores'.

# DIRECTV via INTERNET PERSONALIZED PROFILES

## FEATURES

- The personalized user profile experience will allow customers to create up to 5 profiles.
- **Individual Cloud DVR Space:** One of the standout features is the ability for each user to keep track of their favorite shows or series separately. With the advantage of unlimited cloud DVR, there's plenty of room for everyone to store their favorites, ensuring no mix-ups between profiles.
- **Personalized Attributes:** Each profile will exclusively showcase a list of recorded content, keep tabs on the progress in a show, and display a red dot recording indicator only for the shows the user has set to record.
- **Mobile Device Convenience:** Mobile devices automatically remember the last profile used upon launch. No need to select profiles when watching on a mobile device, yet still has the ability to switch profiles.

# DIRECTV via INTERNET PERSONALIZED PROFILES

## CUSTOMIZED RECOMMENDATIONS

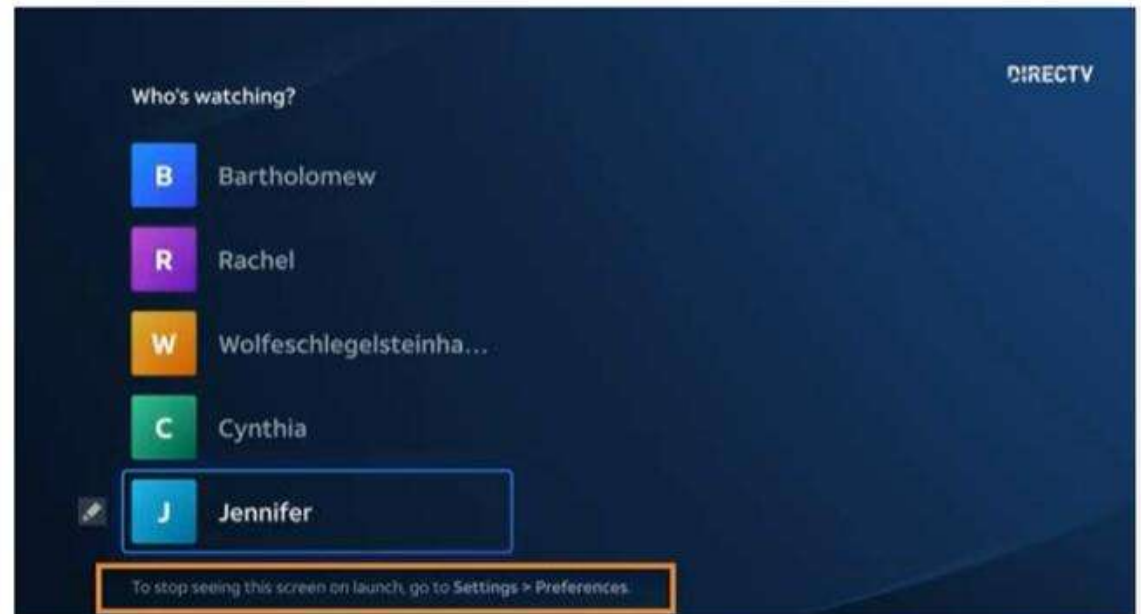
Take personalization to the next level! Each profile will benefit from tailored viewing suggestions based on the programs the customer has just watched.



# DIRECTV via INTERNET & DIRECTV STREAM PERSONALIZED PROFILES

## ABILITY TO ADD/REMOVE & TURN ON/OFF PROFILES

If the customer's household doesn't need multiple profiles or prefers not to choose a profile every time they log in, they can find instructions to disable the Profile Selection Screen at the bottom of the screen..





# DIRECTV via INTERNET PERSONALIZED PROFILES

## CONTROL RECORDINGS

With Personalized User Profiles, each user gains complete control over their viewing experience and allows them to modify or delete their recordings.





# DIRECTV via INTERNET PERSONALIZED PROFILES

## PERSONALIZED DASHBOARD

Profiles are a personal entertainment hub, keeping everything the user loves at their fingertips! Each profile keeps track of:

- Recent search history
- Bookmarks
- Favorite channels
- Apps
- Preferred sports leagues and teams
- Closed captioning



# DIRECTV via INTERNET PERSONALIZED PROFILES

## SAMSUNG EXPERIENCE

Customers who stream DIRECTV on their Samsung TV will have the opportunity to use Personalized User Profiles at a later date.

For more information, visit:

[DIRECTV \(via Internet\)/DIRECTV STREAM - Personalized User Profiles | Knowledge Management | Salesforce](#)



## DIRECTV via Internet | One-Time & Monthly FEES

Lease Fee	One-Time Credit Fee	Advanced Receiver Service (ARS)	Regional Sports Fee (RSF)	Early Termination Fee (ETF)	Non-Return Fee (NRF)
\$7/month	Medium-risk \$49 Unknown-risk \$99	\$15/month	\$0 - \$15.99 month	Maximum ETF \$480 Prorated \$20 per month	\$120/device

*Gemini Air*

for DIRECTV via Internet

Paul Beach/ Senior Area Sales Manager – LSP



**DIRECTV**

## DIRECTV via Internet | ETF and NRF Fees

When account is canceled...	Included Device Returned?	Early Termination Fee	Non-Return Fee
Within 14-day BRE	Yes	No	No
Within 14-day BRE	No	No	Yes
Outside 14-day BRE	Yes	Yes	No



# DIRECTV VS. THE COMPETITION / DON'T COMPROMISE ON YOUR TV

Data current as of 7/1/24

		Streaming Competitors			
		DIRECTV	Hulu + Live TV	YouTube TV	Fubo
CONTENT	<b>Access live TV and thousands of streaming apps like Netflix, Max™, Prime Video and more without changing inputs or remotes</b> Req's separate paid subscriptions for Netflix, Max, Prime Video (see amazon.com/amazonprime for details) and other 3rd party apps. Restrictions apply. Internet-connected Gemini device required.	✓ Device included for qualified customers	—	—	—
	<b>Get popular channels and locals included with your programming package<sup>1,2</sup></b>	✓	✓	✓	✓
	<b>Access to a vast library of 95K+ On Demand shows and movies with top-tier package</b> Internet-connected compatible device required. Actual number of titles will vary based on programming package. Additional fees apply for new releases and certain library titles.	✓	— Info not published	— Info not published	✓
VALUE	<b>2-year price guarantee</b> Applies to TV service only. Taxes/fees apply. 24-mo. agmt. req'd.	✓	—	—	—
	<b>First device included with your service</b> DIRECTV: Available for well-qualified customers. Internet connection req'd. Subject to equipment non-return fee(s) if equip. not timely returned.	✓	— Device/remote not included	— Device/remote not included	— Device/remote not included
	<b>Streaming app to watch your live, On Demand and hundreds of hours of DVR content on the go included</b> DIRECTV: Available only in the U.S. (excl. Puerto Rico and U.S.V.I.). Not all channels available to stream. Limited to up to 3 concurrent streams. Restr's apply. Visit <a href="https://directv.com/app">directv.com/app</a> for more information.	✓	✓	✓	✓

# DIRECTV via Internet | THERE REALLY IS **NO** COMPARISON

					
<b>DVR ADD-ON</b>	Unlimited	50 hrs included 200 hrs – \$5.00	Unlimited included	Unlimited included	1000
<b>NUMBER OF ON-DEMAND</b>	70,000+	50,000+	Many Thousands	80,000+	10,000+
<b>PREMIUMS ADD-ON</b>	<ul style="list-style-type: none"> <li>• Max - \$15.99</li> <li>• Paramount + Showtime - \$11.99</li> <li>• Starz - \$10.99</li> <li>• Cinemax - \$10.99</li> <li>• MGM+ - \$5.99</li> </ul>	<ul style="list-style-type: none"> <li>• Paramount + Showtime - \$10.00</li> <li>• Starz - \$9.00</li> <li>• MGM+ - \$5.00</li> </ul>	<ul style="list-style-type: none"> <li>• Max - \$15.99</li> <li>• Paramount + Showtime - \$11.00</li> <li>• Starz - \$8.99</li> <li>• Cinemax - \$9.99</li> <li>• MGM+ - \$6.00</li> </ul>	<ul style="list-style-type: none"> <li>• Max - \$15.99</li> <li>• Paramount+ Showtime - \$11.99</li> <li>• Starz - \$9.99</li> <li>• Cinemax - \$9.99</li> </ul>	<ul style="list-style-type: none"> <li>• Paramount+ Showtime - \$10.99</li> <li>• Paramount+ Showtime with Starz and MGM - \$19.99</li> <li>• Starz - \$9.99</li> <li>• MGM+ - \$5.99</li> </ul>
<b>OTHER</b>	International Bolt-Ons MLB Network Regional Sports, Device Included And more...	No Regional Sports	4K Plus add-on - \$9.99 (4K streaming, offline downloads and unlimited streams)	Included Disney+ & ESPN+ (with ads)	NBA League Pass- \$74.99/mo, International Bolt-ons

# DIRECTV via INTERNET DEVICE

gemini  
AIR



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Voice Remote with Google Assistant<sup>1</sup>

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Integrated SVOD & Universal Search<sup>2</sup>

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Wireless 4K HDR<sup>3</sup>

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Pocket-Sized Device

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Enhanced Audio & Video

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Simplified Installation

<sup>1</sup>Customers can use Google Assistant without logging into Google. However, logging into their account provides a more personalized experience. <sup>2</sup>SVOD services require separate subscription/login. <sup>3</sup>4K TV req'd for 4K streaming, where avail. from 3rd party apps (may require separate subscription). Internet speeds higher than 8Mbps recommended.



# HOW DOES GEMINI AIR COMPARE TO COMPETITORS?



DEVICE	RAM/FLASH	GRAPHICS
DIRECTV Gemini Air	4GB/16GB	Broadcom VideoCore (4.2 gp/s)
Google TV with Chromecast	2GB/8GB	Mali G-31 MP2 (1.3 gp/s)
Roku Express 4K+	1GB/NA	Mali-470 MP4 (.65 gp/s)
Amazon Fire Stick 4k Max	2GB/8GB	PowerVR GE9215 (2.6 gp/s)
TiVo Stream 4k	2GB/8GB	Mali-G31 MP2 (1.3 gp/s)
ONN 4K	2GB/8GB	Mali-G31 MP2 (1.3 gp/s)

- ✓ 2-4 TIMES more memory than leading competitors
- ✓ DOUBLE the storage space, means room for more apps
- ✓ CRISPER and CLEARER picture due to the Broadcom VideoCore chip

# Features and Benefits of the lease model

The \$7 monthly lease fee provides:

- ✓ Lower upfront costs
- ✓ Ongoing maintenance
- ✓ Technical support
- ✓ Hassle-free equipment replacements when needed





# DIRECTV via Internet | REQUIREMENTS & RECOMMENDATIONS

- High-speed Internet required
  - Minimum of 8 Mbps per stream
  - Recommended 300 Mbps for unlimited in-home streams
- Select between an exclusive streaming device or device(s) you already have
- Soft credit check required
  - Does NOT affect credit score

<http://www.directv.com>



## DIRECTV via Internet | VOICE REMOTE

### Voice Remote with Google Assistant

- One Remote for All!
- Control TV + Smart Home Devices
- Voice Activated with Google Assistant
- Voice-Command Search



# DIRECTV via Internet | EQUIPMENT FEES

## BEST OPTION – Low-Risk Customers

First Gemini Air is included for well qualified customers.

- Additional equipment can be leased for **\$7** a month per additional receiver.

**Equipment returns** – Devices are leased and need to be returned when equipment or account is canceled. If not returned the customer will be charged the **\$120 NRF** per device



# DIRECTV via Internet

## Day 1 Streaming and Manual Activation

- ... FOCUS ON EARLY
- ... ENGAGEMENT TO **REDUCE**
- ... BUYER'S REMORSE CANCELS!



Gemini Air is associated with the DIRECTV via Internet account prior to delivery to improve the customer's experience by automatically signing them in during setup/sign-in without having to enter their user ID and password.

**Quick Account Registration (QAR)** makes for an effortless activation experience

Customers receive both a QAR SMS and an email from DIRECTV Online Service for their DIRECTV via Internet services

Complete registration with the link within the SMS or the email

No need to do both

Customer must register their DIRECTV via Internet account before attempting to setup/sign-in to DIRECTV via Internet service



# DIRECTV

## Via Internet

### REMINDERS

#### Equipment

- Unlimited in-home streams
- Gemini Air Device: \$7/m for each additional device.
- If services are cancelled, all leased devices must be returned to avoid Non-Return Fee
- Customer Self Install
- Device ships 2-3 business days

#### Charges & Holds

- Taxes due at point of sale for devices purchased
- \$30 Pre-Auth hold at point of sale
- \$30 Pre-Auth hold upon payment method change

#### Bolt-on's

- International Programming
- Spanish Programming
- Premium Movie Channels
- Sports Programming

#### Locals/RSNs

- Location, billing ZIP code, and market area can affect which local channels and RSNs are available to stream
- The Regional Sports Fee (RSF) varies by zip code. RSF tiers range from \$0 - \$15.99.
- For devices with Location Services make sure to enable permissions to ensure the best streaming experience
- Agents can check RSFs by using the [Regional Sports Fee Look-Up Tool](#).

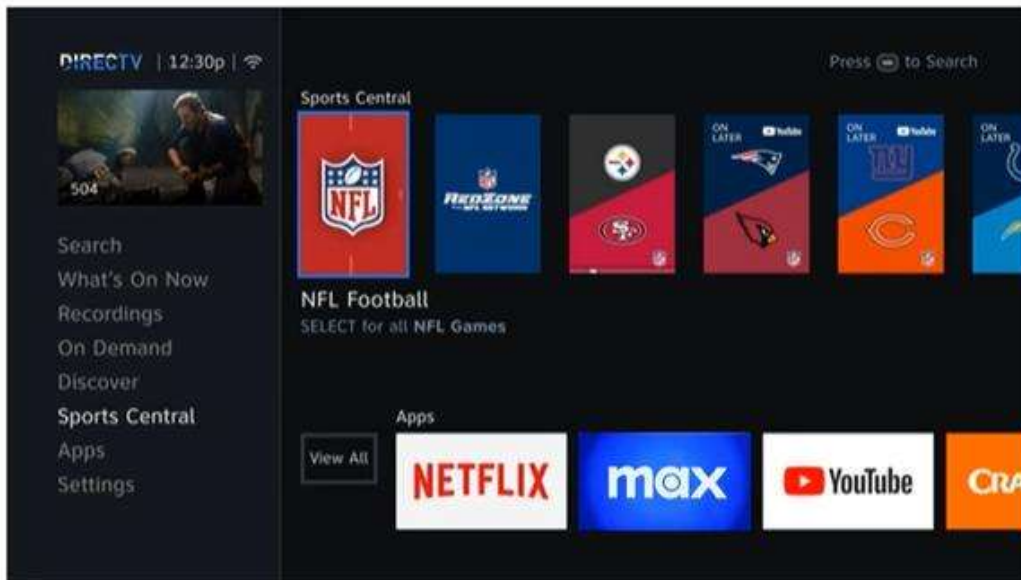
#### Billing

- Monthly bills are not issued. Auto-Bill Pay only.
- Account activity & Monthly Bills can be viewed online or on App
- Credit/Debit Card at point of sale
- Maximum of 2 DIRECTV via Internet accounts (active or cancelled) per payment method.
- Billing Starts when: customer activates on any TV connected device or Day 15, whichever comes first

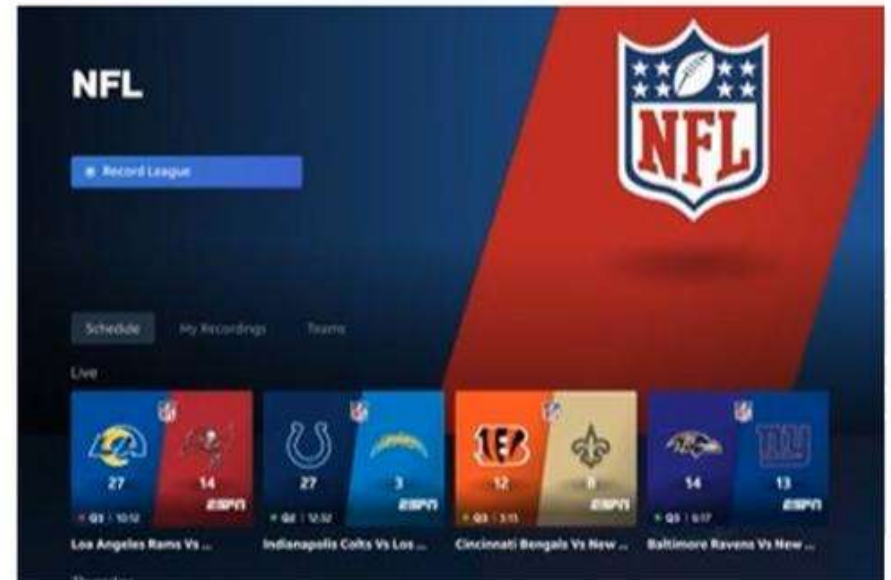
#### Support



# SPORTS CENTRAL



DIRECTV Sports Central™



NFL League Page

## DIRECTV | SPORTS PACK

DIRECTV Sports Pack is better than ever.

DIRECTV Sports Pack is now available for all customers & has been upgraded with new channels including **NFL Network** & **NFL RedZone** from NFL Network.

New channels coming soon for DIRECTV STREAM & DIRECTV via Internet customers.



INCLUDES



# The DIRECTV App

**STREAM SUPREME**  
THE BEST OF DIRECTV STREAMING IN ONE AMAZING APP

DIRECTV



**WATCH LIVE TV & ON DEMAND**

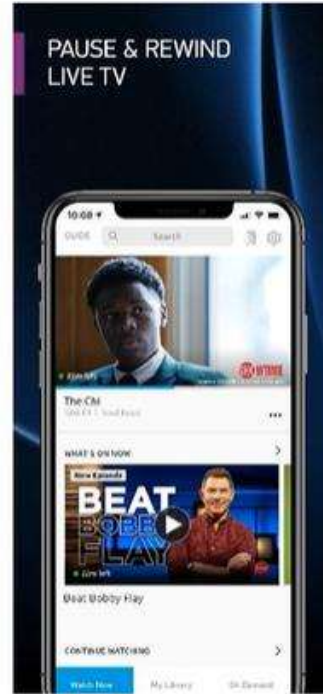


**ANYTIME, ANYWHERE\***

Restrictions apply. See below for details.



**PAUSE & REWIND LIVE TV**



**STREAM ON MULTIPLE DEVICES AT ONCE\***

Restrictions apply. See below for details.





# The DIRECTV App – ACCESS Now on Compatible Devices

## BENEFITS

- ✓ WHY WAIT, WATCH NOW!
- ✓ VALUE
- ✓ FLEXIBILITY
- ✓ RELIABILITY
- ✓ IMPROVE CUSTOMER EXPERIENCE
- ✓ REDUCE CANCELLATIONS
- ✓ AVAILABLE FOR BOTH SATELLITE AND VIA INTERNET CUSTOMERS



Compatible Non-DIRECTV Devices  
Customers Can Use To Access The  
DIRECTV App

# DIRECTV | SPORTS PACK PRICING

Includes these networks & more!



**REDZONE**  
From **NFL NETWORK**

Every touchdown from every game, every Sunday afternoon during the regular season.



**NETWORK**

All football, all the time. Includes news, opinion, commentary, & more.



Live tournament coverage, news, & instructional programming.



Hunting, fishing, lifestyle, motorsports, & adventure content.

## What's new with DIRECTV SPORTS PACK?

**DIRECTV SPORTS PACK** now brings fans **over 40 specialty & regional sports networks**.

RSNs included for customers on CHOICE, MAS ULTRA, & above packages.

**\$14.99**/mo. for DIRECTV via Satellite customers

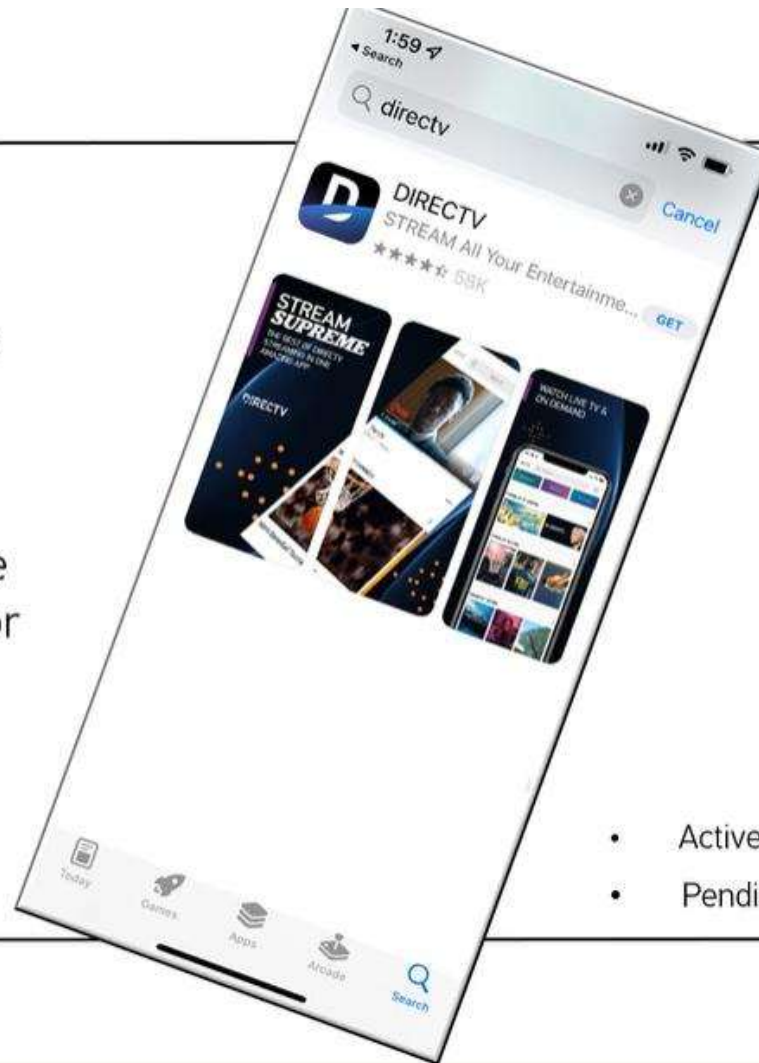
**\$14.99**/mo. for DIRECTV via Internet & DIRECTV STREAM customers



# The DIRECTV App

## *WHY WAIT, WATCH NOW!*

Download DIRECTV App  
Sign-in.  
Watch Instantly!  
Don't Miss Your Favorite Shows While Waiting For Install!



## *REQUIREMENTS:*

Active Account Status\*  
Compatible Device  
Internet Connection

- Active Status – all content they signed up for is available
- Pending Status – limited access

# DISCOVERY QUESTIONS | *WHY ASK?*



## *ESTABLISH RAPPORT*

- Allow the customer to talk about themselves
- Discuss and connect to their interests



## *UNCOVER CUSTOMER'S NEEDS*

- Uncover the customer's wants, interests, and needs
- Discover where they see value
- Everything a customer says is a clue



## *PERSONALIZED RECOMMENDATIONS*

- Focus on the customer, not the product
- Establish you are the expert

# DISCOVERY | TIPS



## USE OPEN ENDED QUESTIONS THAT LEAD TO A CONVERSATION

Allowing customers to answer freely makes them comfortable and opens the discussion

*"What do you like watching on TV... movies, sports, news?"*

## LISTEN TO A CUSTOMER'S ANSWERS AND PERSONALIZE

Use the information gained to personalize the experience, find the best solution and overcome objections

*"You mentioned your favorite team is Atlanta Braves, I would recommend adding the MLB Extra Innings!"*

## ASK FOLLOW UP QUESTIONS

Each customer is different and may leave out information unintentionally

*"Is there anyone that comes to visit often? What do they like to watch?"*