City order in size of market for each state

Category Introduction & Education

- **Introduce DBS to the U.S. Hispanic market - small dish technology and its benefits**

  Demonstrate how small dish technology can provide new solutions to unmet Spanish-language programming needs that exist today - solutions that C-Band and Cable cannot address.

  - **Largest number of Spanish channels available**
  - **Wide variety of programming for all members of the family, including movies (Spanish & English), educational (children & adults) and sports**
  - **Ability to control viewing - Locks and Limits**
  - **Digital-quality picture and sound**

Category Introduction & Education (continued)

- **Branding**
  - **Promote DIRECTV PARA TODOS ™ as the leader in delivering choice and control solutions within TV in-home entertainment.**
  - **Reinforce brand positioning with the DIRECTV PARA TODOS™ mark and "Cambió la televisión" tagline.**
- **Merchandising**
  - **Welcome kit in corrugate**
  - **Tear sheet and consumer brochure available at POS**
- **In-market promotional activity**