

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of)	
)	
Annual Assessment of the Status of)	MB Docket No. 06-189
Competition in the Market for the)	
Delivery of Video Programming)	

COMMENTS OF DIRECTV, INC.

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EXECUTIVE SUMMARY

In 2006, DIRECTV increased its subscribership, now serving over 15 million subscribers, and expanded its system capacity and program offerings in order to become more competitive with other MVPDs. DIRECTV's program packages include greater numbers of local-into-local, HD, foreign language, and public interest channels, in addition to a new family-friendly programming tier. DIRECTV currently offers SD local-into-local service in 142 television markets, including Alaska and Hawaii, which covers more than 94 percent of television households. In addition, DIRECTV offers HD local-into-local service in 49 markets, representing 65 percent of television households. DIRECTV also has been an innovator in technology, implementing MPEG-4 digital compression, DVB-S2 satellite modulation and coding, and Ka-band transmissions. Although DIRECTV offers more programming options to subscribers than ever before, it has kept subscription and equipment fees low and maintained an extremely competitive price structure.

DIRECTV faces substantial competition from other MVPDs, particularly cable operators which continue to hold a disproportionate share of subscribers in local markets. Although cable's share of the national MVPD market is declining, cable remains highly concentrated in many regions of the country. In assessing head-to-head competition among MVPDs, the Commission therefore must examine the competitive setting on a local or regional basis, rather than the national level. Moreover, DIRECTV faces regulatory obstacles not encountered by other MVPDs, which include: (1) local ordinances restricting the installation and placement of DBS dishes; (2) Commission rules that impede DIRECTV's ability to carry SV broadcast signals; and (3) Commission rules that require DIRECTV to carry the multicast and HD signals of television broadcast stations in Alaska and Hawaii. The Commission should eliminate these regulatory disparities to ensure more vibrant competition and meaningful consumer choice in video programming services.

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To: The Commission

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Pursuant to Section 1.415 of the rules of the Federal Communications Commission (“FCC” or “Commission”),¹ DIRECTV, Inc. (“DIRECTV”)² submits these comments in response to the Notice of Inquiry (“NOI”) released in the above-captioned proceeding.³ Over the past year, DIRECTV has increased its subscribership, system capacity, and program offerings in order to become more competitive with other multichannel video programming distributors (“MVPDs”), particularly incumbent cable operators. DIRECTV’s expanded program packages include greater numbers of local-into-local, high-definition (“HD”), foreign language, and public interest channels, in addition to a new family-friendly programming tier. DIRECTV now offers

¹ 47 C.F.R. § 1.415.

² DIRECTV is the leading provider of direct-to-home (“DTH”) digital television services in the United States. DIRECTV’s affiliate DIRECTV Latin America, LLC (“DTVLA”) provides DTH video programming services in Puerto Rico and other locations in Latin America and the Caribbean. These comments provide data and information about DIRECTV’s operations in the United States but exclude data concerning DTVLA’s operations in Puerto Rico.

³ See *Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming*, Notice of Inquiry, MB Docket No. 06-189, FCC 06-154 (rel. Oct. 20, 2006) (“NOI”). In these Comments, DIRECTV raises issues concerning the outcome of certain docketed proceedings which remain pending before the Commission. In compliance with the Commission’s *ex parte* rules, DIRECTV is submitting a copy of these Comments in those proceedings under separate cover. See 47 C.F.R. § 1.1206(b)(1).

more programming options to subscribers than ever before while keeping subscription and equipment fees low and maintaining an extremely competitive price structure.

DIRECTV faces substantial competition from other MVPDs, particularly cable operators which continue to hold a disproportionate share of subscribers in local markets. In most cases, these cable operators are able to offer video, audio, interactive programming, telephony, data, and other entertainment services in bundled packages. In addition, DIRECTV faces regulatory obstacles not encountered by other MVPDs. These obstacles include: (1) local ordinances restricting the installation and placement of direct broadcast satellite (“DBS”) dishes; (2) Commission rules that impede DIRECTV’s ability to carry significantly viewed (“SV”) broadcast signals; and (3) Commission rules that require DIRECTV to carry the multicast and HD signals of television broadcast stations in Alaska and Hawaii. Although these regulations hinder DIRECTV’s efforts to compete for subscribers, DIRECTV continues to offer consumers extremely competitive rates and options for service and equipment.

I. DIRECTV CONTINUES TO EXPAND ITS SUBSCRIBERSHIP, SYSTEM CAPACITY, AND PROGRAMMING OPTIONS.

Over the past year, DIRECTV has provided service to more subscribers than ever before, expanded its satellite fleet, and increased programming offerings to subscribers while maintaining an extremely competitive price structure for programming packages and equipment.

A. DIRECTV’s Subscribership Has Increased.

The NOI seeks updated data and information concerning the number and characteristics of DBS subscribers.⁴ As of the end of June 2006, DIRECTV served approximately 15.51 million subscribers, an increase of 6 percent over the approximately 14.67 million subscribers

⁴ See NOI ¶ 42.

served on June 30, 2005.⁵ Virtually all of DIRECTV's subscribers reside in areas passed by cable given cable's 99 percent penetration rate.⁶ Although the percentage of U.S. households that cannot receive DBS service due to line-of-sight problems remains difficult to quantify, line-of-sight continues to affect the availability of DBS service to potential subscribers, particularly for persons living in multiple dwelling units ("MDUs").⁷ As the GAO recently determined, as many as half of MDU residents are unable to receive DBS signals due to line-of-sight problems.⁸

B. DIRECTV Has Expanded System Capacity.

The NOI seeks updated information concerning the deployment of DBS satellites, including pending additions to DBS satellite fleets that will increase system capacity.⁹ DIRECTV continues to grow its satellite fleet and has increased the number, variety, and quality of channels available to subscribers through the launch of new satellites and the use of new compression technology. In October 2006, DIRECTV successfully launched its DIRECTV 9S satellite, positioned at the 101° West longitude orbital slot.¹⁰ DIRECTV 9S will provide backup capacity for DIRECTV's fleet, including spot-beam satellites that deliver standard definition ("SD") local-into-local services. With the addition of this new satellite, DIRECTV operates nine geosynchronous satellites that distribute more than 1,500 digital video and audio channels to subscribers nationwide, including:

- Approximately 130 basic entertainment channels;
- 31 premium movie channels;

⁵ The DIRECTV Group, Inc., Form 8-K (Aug. 8, 2006).

⁶ See National Cable & Telecommunications Association, *2006 Industry Overview*, at 6 (Mar. 27, 2006).

⁷ See NOI ¶ 42.

⁸ See *Telecommunications: Direct Broadcast Satellite Subscribership Has Grown Rapidly, but Varies across Different Types of Markets*, GAO-05-257 (April 2005)

⁹ See NOI ¶ 43.

¹⁰ See Exhibit 1 hereto (DIRECTV Press Release: "DIRECTV 9S Satellite Launches Successfully; Expands DIRECTV Fleet to Nine Spacecraft" (Oct. 13, 2006)).

- Over 33 regional and specialty sports networks;
- Over 1,100 local channels in the aggregate;
- Approximately 70 Spanish and other foreign language special interest channels;
- Approximately 50 pay-per-view movie and event choices; and
- Ten national high-definition (“HD”) channels.¹¹

In addition, with the launch of the Spaceway 1 and Spaceway 2 satellites in mid-to-late 2005, DIRECTV began the nationwide rollout of local-into-local HD broadcast service. These satellites enable DIRECTV to carry up to 500 local broadcast channels in HD format. Moreover, in 2007, DIRECTV is scheduled to launch the DIRECTV 10 and DIRECTV 11 satellites. These satellites will enable DIRECTV to significantly increase its capacity to offer more than 150 national HD channels and more than 1,500 local HD broadcast channels.¹² Finally, the DIRECTV 12 satellite is under construction and will serve as a ground spare.¹³

The NOI also requests information on any technical methods used by DBS operators to increase capacity.¹⁴ In 2006, DIRECTV continued migrating its HD-quality audio and video services to the most advanced technologies, including MPEG-4 digital compression, DVB-S2 satellite modulation and coding, and Ka-band transmissions. These technologies, which have required DIRECTV to deploy new satellites and new customer receiving equipment, serve as the foundation for DIRECTV’s expansion of HD-quality audio and video channels during the next few years.

¹¹ See The DIRECTV Group, Inc., Form 10-K, at 1 (filed Mar. 10, 2006); see also Exhibit 3 hereto (DIRECTV Channel Lineups by Programming Package). Although DIRECTV distributes over 1,100 local channels, a subscriber generally receives only the local channels in the subscriber’s home market.

¹² See The DIRECTV Group, Inc., Form 10-K, at 6 (filed Mar. 10, 2006). When launched in 2007, DIRECTV 10 and DIRECTV 11 will operate from the 99° West longitude and 103° West longitude orbital locations. See *id.*

¹³ See *id.*

¹⁴ See NOI ¶ 43.

DIRECTV also is providing more advanced interactive services to subscribers. For example, in 2006, DIRECTV launched “What's Hot!,” the first-of-its-kind interactive application that allows viewers to instantly access a list of the top ten most popular programs on DIRECTV in real time at any time of the day or night.¹⁵ In 2007, DIRECTV will launch video-on-demand (“VOD”) services to subscribers by offering a library of movies, cable network, and broadcast programs at rates competitive with those currently charged by cable operators for similar VOD services.¹⁶

C. DIRECTV Offers Diverse Programming Packages at Competitive Prices.

The NOI requests data on the availability and pricing of DBS programming packages, including foreign language, public interest, and a la carte programming.¹⁷ DIRECTV currently offers several tiers of programming packages at competitive rates. DIRECTV’s Total Choice[®] package is priced at \$44.99 per month and consists of 155 channels, including local channels where available, and digital music channels.¹⁸ The Total Choice[®] Plus package is priced at \$49.99 per month and consists of 185 channels, including all 155 channels available in the Total Choice[®] package and 30 additional cable network and digital music channels.¹⁹ Finally, the

¹⁵ See Exhibit 2 hereto (DIRECTV Press Release: “DIRECTV Shows America ‘What's Hot!’ with New, Interactive Application That Gives Viewers Instant Visibility to the Most Popular Programs on DIRECTV at Any Given Time” (June 1, 2006)).

¹⁶ See The DIRECTV Group, Inc., Form 10-K, at 3-4 (filed Mar. 10, 2006).

¹⁷ See NOI ¶¶ 16, 42, 44 & 46. The NOI also asks for information regarding the accessibility of closed captioning and video description to persons with disabilities. See NOI ¶ 25. DIRECTV continues to pass through all analog closed captioning information. DIRECTV’s receivers also have been tested for capability to receive HD programming with closed captioning. With respect to video description, DIRECTV carries the Secondary Audio Programming (“SAP”) channels of 99 cable networks and over 175 broadcast stations. Because programmers determine how SAP channels are utilized, DIRECTV does not monitor such channels on a regular basis.

¹⁸ See Exhibit 4 hereto (DIRECTV Total Choice[®] Programming Package); see also Exhibit 3 hereto (DIRECTV Channel Lineups by Programming Package).

¹⁹ See Exhibit 5 hereto (DIRECTV Total Choice[®] Plus Programming Package); see also Exhibit 3 hereto (DIRECTV Channel Lineups by Programming Package).

Total Choice[®] Premier package is priced at \$99.00 per month and consists of 250 channels, including all 185 channels available in the Total Choice[®] Plus package and additional premium cable network and sports programming, such as HBO, Showtime, Starz, Cinemax, and regional sports networks.²⁰

In addition to the above packages, DIRECTV began offering a new family-friendly programming package in mid-April 2006. The Total Choice[®] Family package is priced at \$29.99 per month and includes more than 40 channels of programming suitable for families and younger viewers, including some of the most popular family-oriented channels, such as Boomerang, Disney, PBS Kids Sprout, National Geographic, Noggin, local broadcast channels, and twelve public interest channels including NASA, National Religious Broadcast Network, Link TV, and World Harvest TV.²¹

DIRECTV also offers a wide variety of foreign language programming packages. DIRECTV's WorldDirect[™] platform consists of 45 channels that offer programming in multiple foreign languages, including Russian, Hindi, Tamil, Telugu, Gujarati, Bengali, Cantonese, Vietnamese, Tagalog, Italian, and Ukrainian, to underserved ethnic markets throughout the United States.²² In 2006, DIRECTV announced the launch of Polish, Arabic, Mandarin Chinese, and Korean-language programming packages and continues to expand its international programming platform to reach more ethnic audiences.²³ DIRECTV's WorldDirect[™] customers

²⁰ See Exhibit 6 hereto (DIRECTV Total Choice[®] Premier Programming Package); see also Exhibit 3 hereto (DIRECTV Channel Lineups by Programming Package).

²¹ See Exhibit 7 hereto (DIRECTV Total Choice[®] Family Programming Package).

²² See Exhibit 8 hereto (Sample of DIRECTV's International Programming).

²³ See Exhibit 9 hereto (DIRECTV Press Releases: "DIRECTV Expands International Programming Platform to Include Premier Polish-Language Channels" (Nov. 27, 2006); "DIRECTV Launches New Arabic-Language Programming Package" (Oct. 23, 2006); "New Mandarin Programming Package from DIRECTV Features Leading Chinese News and Entertainment Channel" (Aug. 18, 2006); "DIRECTV Expands International Programming Platform to Include Korean-Language Package" (Apr. 11, 2006)).

must subscribe to DIRECTV Basic service for \$9.99 per month or any DIRECTV base programming package, starting at \$29.99 per month, to receive most foreign language programming. Prices for foreign language packages vary from \$4.99 to \$39.99 per month, depending on origin, and certain foreign language channels are available on an a la carte basis for \$4.99 per month.

Finally, DIRECTV continues to offer a variety of noncommercial, educational, and other public interest programming to subscribers, in compliance with the Commission's four percent channel capacity set-aside requirement.²⁴ Among others, DIRECTV carries the following qualifying noncommercial channels: World Harvest Television, C-Span 1, Daystar, Trinity Broadcasting Network, the WORD Network, BYU TV, LINK TV, NASA TV, TCT, RFD-TV, Once Mexico, EWTN, HITN, and NRB.

D. DIRECTV Continues to Expand Local-Into-Local Service.

The NOI requests updated information on the number of markets where DBS operators provide local-into-local service, in both SD and HD formats, pursuant to the Satellite Home Viewer Improvement Act of 1999 ("SHVIA"), as well as the number of markets where SV broadcast signals are carried pursuant to the Satellite Home Viewer Extension and Reauthorization Act of 2004 ("SHVERA").²⁵ Although the ability to deliver local broadcast signals to subscribers has made DIRECTV a more effective competitor with cable, DIRECTV still lags significantly behind cable in terms of carriage of SV signals. As explained below, although DIRECTV anticipates that it will continue to increase carriage of local broadcast signals in both SD and HD formats, its ability to compete with cable through carriage of SV

²⁴ See 47 C.F.R. § 25.701(f)(1); see also NOI ¶ 15.

²⁵ See NOI ¶¶ 44-45.

signals continues to be limited by the Commission's overly restrictive implementation of SHVERA's carriage requirements.

DIRECTV currently offers local-into-local service in SD format in 142 television markets across the country, including Alaska and Hawaii, which covers more than 94 percent of the nation's television households.²⁶ Because local broadcast channels in SD format, where available, are included in DIRECTV's Total Choice® basic service, which is offered at \$44.99 per month, there is no additional cost to subscribers to receive local-into-local service.

DIRECTV also significantly expanded its carriage of local broadcast signals in HD format in 2006. DIRECTV currently offers local-into-local HD service in 49 markets, representing approximately 65 percent of the nation's television households.²⁷ As carriage of local signals, particularly in HD format, makes DBS service more attractive to subscribers, DIRECTV plans to increase its local-into-local service in the future.

The NOI also requests information regarding the availability of DBS service in Alaska and Hawaii and asks whether such service differs from that offered in the contiguous states.²⁸ DIRECTV provides the same programming packages, at the same rates, in Alaska and Hawaii as it provides to the rest of the nation, in compliance with the Commission's geographic service requirements.²⁹ In late 2005, DIRECTV commenced carriage of local-into-local broadcast

²⁶ See Exhibit 10 hereto (DIRECTV Local-Into-Local Markets). The local channel market list provided in Exhibit 10 inadvertently states that DIRECTV serves 141 local markets but correctly lists the 142 local markets actually served.

²⁷ See Exhibit 11 hereto (DIRECTV Press Release: "DIRECTV Activates HD Local Channels in Green Bay, Wisc., Greensboro, N.C., Grand Rapids, Mich., and Providence, R.I." (Nov. 21, 2006) (explaining that DIRECTV now offers local HD broadcast channels in 49 cities)).

²⁸ See NOI ¶ 23.

²⁹ See 47 C.F.R. § 25.148(c).

signals in SD format in Alaska and Hawaii,³⁰ in compliance with SHVERA's requirement that DBS operators carry the analog signals of television stations in local markets in the noncontiguous states.³¹ Consequently, DIRECTV's service in Alaska and Hawaii is identical to that provided in the mainland U.S. in terms of both programming and pricing. Due to location and technical constraints, however, subscribers in Alaska and Hawaii must use comparatively larger dishes than subscribers elsewhere in the country in order to ensure adequate signal reception.³² Because these dishes are larger than one meter in diameter, in Hawaii, they are not protected by the Commission's rule on over-the-air reception devices (the "OTARD Rule").³³ Nevertheless, DIRECTV is willing to continue to work with authorities in Hawaii and with the Commission to ensure that subscribers in Hawaii enjoy the same benefits of the OTARD Rule as DBS dish users in the rest of the country.

E. DIRECTV's Equipment Options Benefit Consumers.

The NOI requests information on the typical cost of DBS equipment and installation, including a description of the features and leasing options for DBS equipment.³⁴ Among other features, DIRECTV's set top box lineup includes products that incorporate over-the-air tuners. Subscribers with these products can receive digital broadcasts over-the-air, which are then

³⁰ See Exhibit 12 hereto (DIRECTV Press Releases: "DIRECTV Now Offers Local Channels in Alaska" (Dec. 8, 2005); "DIRECTV Now Offers Local Channels in Hawaii" (Dec. 8, 2005)).

³¹ See 47 U.S.C. § 338(a)(4) (as amended by SHVERA). As discussed below, DIRECTV has sought reconsideration of the Commission's decision to require DBS operators to carry all multicast and HD signals of each local broadcast station in Alaska and Hawaii, particularly since cable operators have no comparable multicast or HD carriage obligation. See *Implementation of Section 210 of the Satellite Home Viewer Extension and Reauthorization Act of 2004*, Report and Order, 20 FCC Rcd 14242, ¶ 16 (2005); Petition for Partial Consideration of DIRECTV, Inc., MB Docket No. 05-181 (filed Sept. 30, 2005).

³² See Letter from William M. Wiltshire, Counsel for DIRECTV, Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket No. 03-82, at 4-5 (Apr. 4, 2006).

³³ See 47 C.F.R. § 1.4000. Dish size does not present an issue in Alaska because the OTARD Rule protects all satellite dishes located in Alaska regardless of size. See 47 C.F.R. § 1.4000(a)(1)(i)(B).

³⁴ See NOI ¶ 46.

seamlessly integrated into and compatible with other box features, such as program guides and, for DVR products, scheduled recordings.

On March 1, 2006, DIRECTV introduced a new program enabling subscribers to lease equipment rather than paying the upfront purchase price.³⁵ The new leasing program offers consumers several benefits. First, the program makes it easier for subscribers to obtain better equipment as DBS set-top box technology advances and as DIRECTV offers new services, such as HD channels. The second benefit of leasing DIRECTV equipment is that consumers do not have to pay potentially large out-of-pocket expenses at service commencement and will not be stranded with DBS equipment rendered obsolete by subsequent technological advances.³⁶ In addition, leased set-top boxes remain nationally portable, which means that subscribers can continue to relocate leased equipment to any part of the country. Finally, DIRECTV's leasing program offers consumers an attractive rate structure. Subscribers of DIRECTV's basic \$39.99 service pay nothing for the first set-top receiver they lease and only \$4.99 per month for each additional receiver. Subscribers also enjoy free equipment installation in up to four rooms with a programming commitment.³⁷

II. DIRECTV FACES SIGNIFICANT COMPETITION IN THE VIDEO DISTRIBUTION MARKETPLACE.

The NOI requests updated data and information concerning head-to-head competition in the market for video programming and bundled services offered by MVPDs.³⁸ DIRECTV faces substantial competition from other MVPDs that offer video, audio, interactive programming, telephony, data, and other entertainment services. These competitors include:

³⁵ See The DIRECTV Group, Inc., Form 10-K, at 2 (filed Mar. 10, 2006).

³⁶ DIRECTV subscribers still have the option of purchasing equipment if they so choose.

³⁷ See Exhibit 13 hereto (DIRECTV Equipment Costs).

³⁸ See NOI ¶¶ 5-8.

- **Cable Television.** According to data from the National Cable & Telecommunications Association, 108 million of the 110 million U.S. television households, or 99 percent, are passed by cable.³⁹ Sixty-five million U.S. television households subscribe to cable.⁴⁰ Most cable providers have completed network upgrades that allow for enhanced service offerings, such as digital cable, HD local channels, broadband Internet access, and telephony services.⁴¹ Cable companies bundle these services with their basic services, offering discounts and providing one bill to the consumer. As one example, Cablevision currently offers new customers a bundled package that includes video, broadband Internet access, and telephony services for \$90 per month for the first 12 months of service.⁴² The ability to bundle video, voice, and data services makes cable a strong competitor in the MVPD marketplace.
- **Other DBS and DTH System Operators.** DIRECTV's primary DBS competitor is EchoStar Communications Corporation ("EchoStar"), which serves nearly 13 million subscribers.⁴³ Other domestic and foreign satellite operators also are seeking U.S.-licensed DBS frequencies.⁴⁴
- **Local Exchange Carriers.** Local exchange carriers ("LECs") entering the MVPD market promise formidable competition to existing MVPD service. Although they are new to the MVPD market, LECs enjoy consumer recognition from their entrenchment in the markets for voice and data, the ability to invest significant resources into plant and content, and size that provides leverage in negotiations with content providers.⁴⁵ As the Commission has observed, LEC entry into the MVPD market is being facilitated by regulatory relief, as several states have passed legislation that streamlines the local franchise approval process.⁴⁶ Verizon is

³⁹ See National Cable & Telecommunications Association, *2006 Industry Overview*, at 6 (Mar. 27, 2006).

⁴⁰ See *id.*

⁴¹ See *id.*

⁴² See Cablevision Systems Corporation at http://www.optimum.com/order/triple_play.jsp (visited Nov. 9, 2006).

⁴³ See EchoStar Communications Corp., *EchoStar Reports Third Quarter 2006 Financial Results* (press release), Nov. 7, 2006 (reporting 12.755 million subscribers as of the end of third quarter 2006).

⁴⁴ See *SES AMERICOM, Inc. Petition for Declaratory Ruling to Serve the U.S. Market Using BSS Spectrum at the 105.5° W.L. Orbital Location*, File No. SAT-PDR-20020425-00071 (filed April 25, 2002); see also *Amendment of the Commission's Policies and Rules for Processing Applications in the Direct Broadcast Satellite Service; Feasibility of Reduced Orbital Spacing for Provision of Direct Broadcast Satellite Service in the United States*, Notice of Proposed Rulemaking, 21 FCC Rcd 9443 (2006) (proposing service rules for DBS space stations in the 12.2-12.7 GHz frequency band which would also apply to DBS service from space stations located at orbital locations not assigned to the United States).

⁴⁵ Recent and ongoing consolidation in the telecommunications marketplace has placed some LECs in an even stronger position than they were just a year ago; they can take advantage of economies of scale and scope, efficiencies, and other benefits derived from recent mergers.

⁴⁶ See *NOI* ¶¶ 11-12.

currently offering its video service, FiOS TV, in communities in seven states and has obtained or applied for regulatory approvals in several other markets.⁴⁷ AT&T, Inc. has commenced offering a video programming service via its fiber optic network and expects to deploy fiber optic lines to neighborhoods serving approximately 19 million of its customers by 2008.⁴⁸ Like cable operators, LECs offer or plan to offer their customers multiple services at a discount on one bill.

- ***Video via the Internet.*** With an increasing number of consumers subscribing to broadband Internet access service, a significant amount of video content has become available on the Internet for viewing on personal computers and other devices. For example, Starz Entertainment Group LLC, which owns several programming networks distributed by MVPDs, also offers video programming via its Internet-based movie subscription service “Vongo.” Vongo subscribers have unlimited access to more than 2000 movies and other programs for \$9.99 a month.⁴⁹ Companies including Intel and Microsoft are involved in initiatives designed to facilitate viewing of Internet-based video on television and personal computer screens.⁵⁰ In addition, using Apple’s iTunes service, consumers can download over 220 television shows the day after they air on television to Apple’s portable iPod® device for \$1.99 each.⁵¹
- ***Terrestrial Wired and Wireless Providers.*** Broadband service providers, wireless systems, and satellite master antenna television systems currently offer MVPD and program distribution technologies in competition with DIRECTV.
- ***VHF/UHF Broadcasters.*** Most areas of the U.S. can receive signals of terrestrial VHF/UHF television broadcast stations that offer local, network, and syndicated programming free of charge. The most recent Commission data show that there are 1754 full power television broadcast stations in the United States,⁵² which means that, on average, every market has access to approximately eight free over-the-air

⁴⁷ Verizon had 118,000 FiOS TV customers at the end of the third quarter. See Verizon Communications, Inc., *Verizon to File First Application Under New Jersey’s New Pro-Consumer Video Franchise Law* (press release), Nov. 2, 2006. FiOS TV is currently available in communities in California, Florida, Massachusetts, Maryland, New York, Texas, and Virginia. See *id.* The company now has video franchises covering approximately 3 million households in nine states and nearly 200 franchise areas. See *id.*

⁴⁸ See AT&T, Inc., *AT&T U-verse TV to Include Warner Bros. Movies in Video-on-Demand Programming* (press release), Oct. 26, 2006.

⁴⁹ See *HBO’s Bold Broadband Plans*, BUSINESS WEEK ONLINE, Nov. 2, 2006, available at: http://www.businessweek.com/technology/content/nov2006/tc20061101_392704.htm?chan=technology_t echnology+index+page_internet (visited Nov. 10, 2006).

⁵⁰ See, e.g., *Microsoft Windows XP Media Center*, available at: <http://www.microsoft.com/windowsxp/mediacenter/default.mspx> (visited Nov. 10, 2006).

⁵¹ See *Apple Announces iTunes 7 with Amazing New Features* (press release), Sept. 12, 2006.

⁵² See *Broadcast Station Totals as of September 30, 2006*, Public Notice (rel. Nov. 20, 2006).

broadcast television stations.⁵³ This estimate is conservative because it does not include thousands of Class A and low power television stations,⁵⁴ nor does it reflect the fact that many viewers are able to watch out-of-market stations. The Commission also has allocated additional digital spectrum to licensed broadcasters which will allow them to provide new supplementary and ancillary services.

As demonstrated above, several different types of MVPDs compete with DBS operators for subscribers, in particular incumbent cable operators. Although cable's share of the national MVPD market is declining, cable remains highly concentrated in many regions of the country. Most cable operators have a large, established customer base, and many own or have significant investments in programming networks. As a result, in any given market, the incumbent cable operator is likely to have several times the number of subscribers as DIRECTV. In assessing head-to-head competition among MVPDs, the Commission therefore must examine the competitive setting on a local or regional basis, rather than the national level. For example, in the Adelphia-Time Warner merger, the Commission found that the proposed transaction may increase the likelihood of harm in certain regions of the country where Comcast or Time Warner have an ownership interest in Regional Sports Networks ("RSNs").⁵⁵

As the Commission found in the Adelphia-Time Warner proceeding, RSNs are among the types of programming that are considered "must-have" programming, and a competing MVPD's ability to gain access to RSNs determines its ability to compete with rival cable operators.⁵⁶ Due to the potential for anticompetitive conduct in regions where Comcast and

⁵³ This estimate was established by dividing the total number of television broadcast stations by the number of Nielsen Designated Market Areas ("DMAs") nationwide (*i.e.*, 1754 stations/210 DMAs=8.35 stations per market).

⁵⁴ The most recent Commission report states that there are 568 Class A television stations and 2189 other low power television stations. *See* Broadcast Station Totals as of September 30, 2006, Public Notice (rel. Nov. 20, 2006).

⁵⁵ *See Applications for Consent to the Assignment and/or Transfer of Control of Licenses, Adelphia Communications Corporation, Assignors to Time Warner Cable, Inc., et al.*, 21 FCC Rcd 8203 (2006).

⁵⁶ *See id.* ¶¶ 122-165.

Time Warner have high market shares, the Commission imposed conditions on the merger governing access to the merged companies' affiliated RSNs.⁵⁷ Although such conditions ensure that competing MVPDs have access to certain RSN programming, the Commission should consider broader relief for competing MVPDs and impose similar requirements on all cable operators in the context of its pending proceeding on cable horizontal and vertical ownership limits.⁵⁸ Without these protections, competing MVPDs will continue to have difficulty in obtaining access to “must-have” programming that is owned or affiliated with cable operators.

Several of the MVPDs that compete with DIRECTV identified above also are able to bundle video, broadband Internet, and telephony services in one bill at discounted rates. DIRECTV continues to explore ways to offer nationwide broadband services to complement its existing video service but it does not yet have the ability to provide a complete bundled service solution like those offered by cable operators. DIRECTV is strongly supportive of recent developments in emerging technologies for wireless broadband Internet service and believes that such services have the potential to become an exciting new service proposition for U.S. consumers. DIRECTV urges the Commission to consider spectrum bandplans which will facilitate the growth of competitive alternatives for broadband Internet service.

The principal obstacle DIRECTV faces in providing wireless broadband services is the unavailability of sufficient national spectrum to introduce a compelling service alternative. As the Commission creates spectrum bandplans and auction rules, it should consider the ability of new market entrants to realistically acquire the spectrum needed to launch new services. For example, in the recent Advanced Wireless Services (“AWS-1”) auction, the Commission offered

⁵⁷ *See id.*

⁵⁸ *See Cable Horizontal and Vertical Ownership Limits*, Second Further Notice of Proposed Rulemaking, 20 FCC Rcd 9374 (2005).

1,122 geographic area licenses but declined to auction any AWS-1 licenses on a national basis and had limited spectrum in regional license blocks.⁵⁹ These limitations effectively prevented bidders such as DIRECTV from acquiring spectrum. As a result, DIRECTV was unable to bid effectively and acquire all of the AWS-1 licenses necessary to create the nationwide broadband service it envisioned. In future spectrum auctions, such as the upcoming 700 MHz band auction, DIRECTV urges the Commission to create a bandplan that will allow new market entrants such as DIRECTV to acquire spectrum, including making available at least one nationwide license, so that DBS operators can compete more effectively.⁶⁰

III. FEDERAL AND LOCAL REGULATIONS IMPEDE COMPETITION BETWEEN CABLE AND DBS.

The NOI seeks comment on the impact of the regulatory environment for MVPDs and barriers to entry that impede competition in the video marketplace and reduce consumer choice.⁶¹ Although the NOI identifies DBS as the most significant competitive alternative to cable,⁶² several regulatory requirements unfairly and unnecessarily impede the ability of DIRECTV to compete with cable operators. Specifically, local regulations that limit the installation and placement of satellite dishes, and restrictions on the ability of DBS operators to carry SV broadcast signals, may influence a consumer's decision in choosing between DBS and cable service. In addition, Commission rules requiring DBS operators to carry local HD and

⁵⁹ See Auction of Advanced Wireless Services Licenses Scheduled for June 29, 2006, Notice and Filing Requirements, Minimum Opening Bids, Upfront Payments and Other Procedures for Auction No. 66, Public Notice, 21 FCC Rcd 4562, ¶¶ 10-11 (2006).

⁶⁰ See Joint Comments of DIRECTV, Inc. and EchoStar Satellite L.L.C., WT Docket No. 06-150, at 3-7 (filed Sept. 29, 2006).

⁶¹ See NOI ¶¶ 9-10.

⁶² See *id.* ¶ 40.

multicast signals in Alaska and Hawaii place DIRECTV at a competitive disadvantage to cable operators who have no comparable carriage obligations.

A. Local Restrictions on Satellite Dishes May Deter Consumers from Choosing DBS.

DIRECTV commends the Commission for continuing to aggressively enforce its OTARD Rule to protect the rights of consumers to install, use, and maintain DBS dishes.⁶³ One significant factor for consumers in choosing DIRECTV's service is their ability to freely install a DBS dish at a location of their choosing and which ensures good signal reception. Restrictions imposed by local governments, landlords, homeowners associations, and other entities that limit the installation and placement of DBS dishes continue to have an impact on DIRECTV's subscribership. Such restrictions impose additional inconvenience and delay on potential subscribers, and fines for noncompliance can be substantial. Indeed, the mere potential for incurring such fines may deter consumers from subscribing to DIRECTV's service.

As an example, in April 2006 the City of York, Pennsylvania, enacted an ordinance banning the installation of DBS dishes in front yards and on building facades throughout the city's historic districts, an area comprising roughly half of the city.⁶⁴ The penalty for noncompliance is up to \$1000.⁶⁵ Similarly, in late October 2006 the City of Boston held a public hearing to consider measures to restrict the placement and number of satellite dishes throughout the city. Although the OTARD Rule offers some protection against these types of restrictions, most consumers are unaware of these protections, and the mere presence of locally-imposed

⁶³ See 47 C.F.R. § 1.4000.

⁶⁴ See Council of the City of York, PA, Ordinance No. 22-2206 § 1 (passed Apr. 18, 2006), to be codified at Art. 1731.14.1 of the Ordinances of the City of York. The ordinance creates an exception for installation in the front of buildings in the historic districts "only if no other means of reception can be provided." *Id.* at Art. 1731.14.2.

⁶⁵ See *id.* at Art. 1731.14.4.

restrictions and fines for satellite dishes has the potential to discourage consumers from choosing DBS over cable service. For these reasons, the Commission should continue to vigorously enforce its OTARD Rule to ensure that consumers continue to enjoy a meaningful choice in their video programming provider.

B. DBS Carriage of Significantly Viewed Signals Is Limited by the Commission's Overly Restrictive Interpretations of SHVERA.

Another regulatory disparity between DBS and cable is the ability to carry SV signals.⁶⁶ Despite SHVERA's enactment nearly two years ago to authorize DBS carriage of SV signals, and the existence of hundreds of broadcast signals deemed "significantly viewed" across the country,⁶⁷ such signals presently are being carried by DBS operators in only a very limited number of markets. As DIRECTV explained in its Petition for Reconsideration filed jointly with EchoStar in another proceeding,⁶⁸ the lack of DBS carriage of SV signals is largely attributable to the Commission's overly restrictive interpretations of SHVERA's requirements.

In particular, the Commission's implementation of SHVERA's requirement that the digital signals of local and SV network station pairs be afforded "equivalent bandwidth" has severely hampered DBS carriage of SV signals.⁶⁹ The Commission has interpreted the "equivalent bandwidth" requirement to mean that DBS operators must perform an "objective comparison" of the bit rates of each network station pair in real time in order to ensure absolute

⁶⁶ The NOI requests data and information on the number of SV signals being made available to DBS subscribers and any impediments to marketing SV signals to DBS subscribers. See NOI ¶ 45.

⁶⁷ See Significantly Viewed Station List (last modified April 6, 2006), available at http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-264821A1.pdf.

⁶⁸ See Petition for Reconsideration of DIRECTV, Inc. and EchoStar Satellite LLC, MB Docket No. 05-49 (filed Jan. 26, 2006) ("*SV Petition for Reconsideration*"); Consolidated Reply to Oppositions of DIRECTV, Inc. and EchoStar Satellite LLC, MB Docket No. 05-49 (filed Mar. 15, 2006) ("*SV Consolidated Reply*").

⁶⁹ See 47 U.S.C. 340(b)(2)(B). This section of the Act requires that the local network station's digital signal either must (i) occupy at least the "equivalent bandwidth" as the SV station's digital signal, or (ii) be comprised of the entire bandwidth of the digital signal being broadcast by the local network station.

equivalence.⁷⁰ In addition to being contrary to the purpose and plain language of SHVERA,⁷¹ this interpretation effectively forecloses DBS carriage of SV signals due to the technical infeasibility of simultaneously matching the bit rates of hundreds of network station pairs as their SD and HD program schedules constantly change.⁷²

Likewise, the Commission’s overly narrow interpretation of SHVERA’s requirement that a DBS subscriber receive the analog signals of a local network station as a precondition to receiving the analog signals of SV network stations,⁷³ also has deterred DBS carriage of SV signals. The plain meaning of this section of SHVERA requires only that a DBS subscriber receive “a signal that originates as an analog signal of a local network station” as a precondition to receiving the analog signals of SV network stations.⁷⁴ Despite the repeated use of the indefinite article in this statutory provision—“a signal . . . of a local network station”—the Commission has interpreted this requirement to mean that a DBS subscriber must receive a *specific* local network station in order to be eligible to receive the analog signal of an SV station affiliated with the *same* network.⁷⁵ This interpretation effectively empowers local network affiliates to block DBS carriage of SV signals because the local affiliates can condition or withhold retransmission consent unless the DBS carrier agrees not to import SV signals.⁷⁶ As a

⁷⁰ See *Implementation of the Satellite Home Viewer Extension and Reauthorization Act of 2004, Implementation of Section 340 of the Communications Act*, Report and Order, 20 FCC Rcd 17278, ¶¶ 96 & 99 (2005) (“SV R&O”); see *id.* ¶ 100.

⁷¹ In their joint pleadings, DIRECTV and EchoStar demonstrated that the Commission’s interpretation of SHVERA’s “equivalent bandwidth” requirement was based on inferences that were unwarranted and in fact contradicted SHVERA’s dual purposes of enhancing competition between DBS and cable operators and providing DBS subscribers with access to the same SV signals available to cable subscribers. See *SV Petition for Reconsideration* at 2-8; *SV Consolidated Reply* at 4-9.

⁷² See *SV Petition for Reconsideration* at 7; *SV Consolidated Reply* at 9-11.

⁷³ See 47 U.S.C. 340(b)(1).

⁷⁴ *Id.* (emphasis added).

⁷⁵ See *SV R&O* ¶ 70.

⁷⁶ See *SV Petition for Reconsideration* at 7; *SV Consolidated Reply* at 9-11.

result, DBS subscribers may be deprived of access to desired SV network signals due to the leverage the Commission's interpretation creates in favor of local network affiliates in retransmission consent negotiations with DBS operators.

For these reasons, DIRECTV urges the Commission to grant its pending Petition for Reconsideration in Docket No. 05-49 so that DIRECTV may increase SV signal offerings to subscribers as SHVERA was enacted to accomplish.

C. Multicast and HD Must Carry in Alaska and Hawaii Needlessly Require DIRECTV to Redirect System Resources.

In the context of another SHVERA proceeding, the Commission has required DBS operators to carry all multicast and HD signals of each local broadcast station in Alaska and Hawaii.⁷⁷ As the Commission recently affirmed, however, cable operators have no multicast or HD must carry carriage obligations in Alaska, Hawaii, or any other part of the country.⁷⁸ The additional burden of having to carry "the entire free over-the-air digital broadcast, without limitation" of stations in Alaska and Hawaii requires DIRECTV to dedicate substantial satellite capacity in order to provide such mandatory service.⁷⁹ Specifically, as DIRECTV previously has pointed out, digital must carry obligations result in up to a sixfold increase in the capacity needed to serve Alaska and Hawaii.⁸⁰

Even with recent additions to its satellite fleet, in order to reserve the additional capacity needed to provide multicast and HD service in Alaska and Hawaii, DIRECTV must either

⁷⁷ See *Implementation of Section 210 of the Satellite Home Viewer Extension and Reauthorization Act of 2004*, Report and Order, 20 FCC Rcd 14242 (2005).

⁷⁸ See *Carriage of Digital Television Broadcast Signals: Amendments to Part 76 of the Commission's Rules*, Second Report and Order and First Order on Reconsideration, 20 FCC Rcd 4516, ¶ 44 (2005).

⁷⁹ *Implementation of Section 210 of the Satellite Home Viewer Extension and Reauthorization Act of 2004*, Report and Order, 20 FCC Rcd 14242, ¶ 16 (2005).

⁸⁰ See Petition for Partial Consideration of DIRECTV, Inc., MB Docket No. 05-181, at 4 (filed Sept. 30, 2005).

eliminate some national channels currently enjoyed by subscribers across the country or scuttle plans to initiate local-into-local service in more markets.⁸¹ Neither option is desirable and both options will place DIRECTV at a competitive disadvantage to cable operators who have no comparable carriage obligations or capacity restraints.

As discussed above, DIRECTV offers exactly the same national and local-into-local SD programming in Alaska and Hawaii as is available to the rest of the nation.⁸² The Commission's decision therefore needlessly imposes additional carriage requirements where none are needed. For these reasons, DIRECTV urges the Commission to reconsider its decision to require multicast and HD carriage in Alaska and Hawaii in favor of requiring DBS carriage of only a single programming stream of broadcast stations located in those states.

⁸¹ *See id.* at 5-6.

⁸² *See* Exhibit 12 hereto (DIRECTV Press Releases: "DIRECTV Now Offers Local Channels in Alaska" (Dec. 8, 2005); "DIRECTV Now Offers Local Channels in Hawaii" (Dec. 8, 2005)).

IV. CONCLUSION

DIRECTV has made significant improvements to its service in the past year, offering more programming options and attracting more subscribers than ever before. DIRECTV also has maintained an extremely competitive price structure despite facing regulatory obstacles not encountered by other MVPDs. In the coming year, the Commission should eliminate these regulatory disparities to ensure more vibrant competition and meaningful consumer choice in video programming services.

Respectfully submitted,

DIRECTV, INC.

By: /s/ Susan Eid

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November 29, 2006

LIST OF EXHIBITS

EXHIBIT NO.	DESCRIPTION
1	DIRECTV Press Release: “DIRECTV 9S Satellite Launches Successfully; Expands DIRECTV Fleet to Nine Spacecraft” (Oct. 13, 2006)
2	DIRECTV Press Release: “DIRECTV Shows America ‘What's Hot!’ with New, Interactive Application That Gives Viewers Instant Visibility to the Most Popular Programs on DIRECTV at Any Given Time” (June 1, 2006)
3	DIRECTV Channel Lineups by Programming Package
4	DIRECTV Total Choice [®] Programming Package
5	DIRECTV Total Choice [®] Plus Programming Package
6	DIRECTV Total Choice [®] Premier Programming Package
7	DIRECTV Total Choice [®] Family Programming Package
8	Sample of DIRECTV’s International Programming
9	DIRECTV Press Releases: “DIRECTV Expands International Programming Platform to Include Premier Polish-Language Channels” (Nov. 27, 2006); “DIRECTV Launches New Arabic-Language Programming Package” (Oct. 23, 2006); “New Mandarin Programming Package from DIRECTV Features Leading Chinese News and Entertainment Channel” (Aug. 18, 2006); “DIRECTV Expands International Programming Platform to Include Korean-Language Package” (Apr. 11, 2006)
10	DIRECTV Local-Into-Local Markets
11	DIRECTV Press Release: “DIRECTV Activates HD Local Channels in Green Bay, Wisc., Greensboro, N.C., Grand Rapids, Mich., and Providence, R.I.” (Nov. 21, 2006)
12	DIRECTV Press Releases: “DIRECTV Now Offers Local Channels in Alaska” (Dec. 8, 2005); “DIRECTV Now Offers Local Channels in Hawaii” (Dec. 8, 2005)
13	DIRECTV Equipment Costs

Exhibit 1

DIRECTV 9S Satellite Launches Successfully; Expands DIRECTV Fleet to Nine Spacecraft

EL SEGUNDO, Calif.--(BUSINESS WIRE)--Oct. 13, 2006--DIRECTV continued to fortify its satellite fleet with the successful launch today of DIRECTV 9S, a high-powered, spot-beam satellite that will provide back-up capacity and ensure continuous, reliable service for DIRECTV customers. The spacecraft was successfully launched today at 1:56 p.m. PT from Europe's Spaceport in Kouou, French Guiana.

DIRECTV 9S is one of four satellites DIRECTV has launched over the past two years as it continues to expand its capacity to provide new national and local services in both standard- and high-definition, as well as interactive and original programming. DIRECTV will launch two more satellites next year that will more than quadruple its capacity and enable it to lead the industry in the delivery of HD programming.

The Space Systems/Loral-built satellite will be positioned at the 101-degree West longitude orbital slot, providing back-up capacity for the DIRECTV fleet, including spot-beam satellites that deliver standard definition local services. DIRECTV offers local channels in 142 markets, representing 94 percent of U.S. TV households.

DIRECTV 9S was launched aboard an Ariane 5 ECA rocket and after 26 minutes, the rocket left the spacecraft in a geosynchronous transfer orbit with a high point of 22,300 miles (36,000 km) above the equator. Controllers at the Hartebeesthoek ground station in South Africa made contact with the satellite and confirmed that all systems are functioning properly.

"We congratulate the launch team on the flawless lift off of DIRECTV 9S, the ninth satellite in our fleet," said Phil Goswitz, vice president, Space & Communications, DIRECTV, Inc. "DIRECTV 9S will ensure that we have the needed capacity and flexibility to provide the breadth and quality of services that our customers have come to expect. We are committed to maintaining our near perfect 99.96% signal availability for our customers."

In the coming weeks, controllers will maneuver the spacecraft into a circular orbit; deploy the antennas and solar arrays; and test operational functions, communications payload and propulsion system.

The next scheduled satellite launches for DIRECTV are DIRECTV 10 and DIRECTV 11 in 2007. The two satellites will provide DIRECTV with the capacity to offer more than 150 national HD channels and more than 1,500 local HD channels, as well as other advanced programming services for its customers.

About DIRECTV, Inc.

DIRECTV, Inc., the nation's leading satellite television service provider, presents the finest television experience available to more than 15.5 million customers through exclusive content, industry-leading customer service (which has surpassed cable for six years running) and superior technologies. Each day, DIRECTV subscribers enjoy over 250 channels of 100% digital picture and sound; exclusive programming and the most comprehensive collection of sports programming available anywhere including NFL SUNDAY TICKET(TM), and MLB EXTRA INNINGS(TM). DIRECTV (NYSE:DTV) also leads the digital television technology revolution with exclusives such as NFL SUNDAY TICKET SuperFan(TM), US Open Interactive and YES Network Interactive and will soon have the capacity to offer over 150 channels in HD. DIRECTV is approximately 39 percent owned by News Corporation. For the most up-to-date information on the Company, please visit directv.com.

CONTACT: DIRECTV, Inc.
Robert Mercer, 310-726-4683

SOURCE: DIRECTV, Inc.

Exhibit 2

DIRECTV Shows America ``What's Hot!" with New, Interactive Application That Gives Viewers Instant Visibility to the Most Popular Programs on DIRECTV at Any Given Time

DIRECTV First Programming Provider to Offer New Service to its Customers

EL SEGUNDO, Calif.--(BUSINESS WIRE)--June 1, 2006-- DIRECTV, Inc., the nation's leading digital television service provider, launched "What's Hot!" this week, the first-of-its-kind interactive application that allows viewers to instantly access a list of the top ten most popular programs on DIRECTV in real time, any time of day or night. "What's Hot!" is available, starting today, on DIRECTV News Mix (Channel 102) and DIRECTV Sports Mix (Channel 104).

With the new service, DIRECTV customers will have a fun and entertaining way to access a list of the most popular programming in their area, whether it be sports, news, movies, local channels or national programming. The instant results are aggregated from a universe of fellow DIRECTV customers, who are more than 15.4 million strong and counting.

"Never again will DIRECTV viewers miss the most-talked-about shows because they will always know what they are thanks to `What's Hot!," said Eric Shanks, executive vice president, DIRECTV Entertainment. "No other satellite or cable provider delivers this unique service, so we're proud to be the first to offer this exclusive access to our customers."

In addition to providing a tool for viewers to see "What's Hot!," the anonymous information will also be used by DIRECTV to determine which services are most popular to its customers to help make programming choices in the future.

About DIRECTV, Inc.

DIRECTV, Inc. is the nation's leading digital television service provider, with more than 15.4 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. DIRECTV (NYSE:DTV) is a world-leading provider of digital multichannel television entertainment. DIRECTV is approximately 38 percent owned by News Corporation.

MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5161478>

CONTACT: DIRECTV, Inc.

Darris Gringeri, 212-462-5136

SOURCE: DIRECTV, Inc.

Exhibit 3

CANALES EN ESPAÑOL

Boomerang (ESP)	297	Galavisión	404	NDTV – Color Visión	424	Toon Disney (ESP)	292	XM MUSIC CHANNELS (EN ESPAÑOL)	
Caracol TV	417	Gol TV	426	ONCE México	415	TV Chile	408	Latino: Aguila	871
Cartoon Network (ESP)	296	HITN TV	438	SUR Mexico	420	TV Venezuela	409	Latino: Caliente	872
Cine Latino	423	Latinoamerica Television	430	SUR Perú	432	TyC Sports	427	Latino: Caricia	875
CNN en Español	419	Mexicanal	412	TELEFE Internacional	411	Univision (Este)	402	Latino: Fuego	870
Discovery en Español	413	México 22	418	Telemundo (Este)	405	Univision (Oeste)	403	Latino: Luna	873
Ecuavisa Internacional	421	MTV Español	416	Telemundo (Oeste)	406	WAPA America	414	Latino: Vibra	874
Fox Sports en Español	425	mun2	410	TVE (Televisión Española) Internacional	407			Latino: Viva	876

CANALES EN INGLÉS

ABC Family Channel	311	FX	248	TCT Network	377	HBO2 (Este)	502	CSTV: College Sports Television	610
American Movie Classics (AMC)	254	Great American Country (GAC)	326	TNT	245	HBO2 (Oeste)	505	ESPNU	609
America's Store	243	GSN, the network for games	309	Travel Channel	277	PAQUETE DE CANALES CINEMAX®		FSN	620-654
Animal Planet	282	The Golf Channel	605	Trinity Broadcasting Network (TBN)	372	Cinemax (Este)	512	Fox Soccer Channel	613
A&E	265	Hallmark Channel	312	Turner Classic Movies (TCM)	256	Cinemax (Oeste)	514	FUEL TV	612
The Biography Channel	266	The History Channel	269	TV Guide Channel	224	MoreMAX	513	Madison Square Garden (MSG)	621
Black Entertainment Television (BET)	329	History International	271	TV Land	301	PAQUETE DE CANALES STARZ® SUPER PACK		The Outdoor Channel	606
Bloomberg Television	353	Home & Garden Television	229	USA Network	242	Starz (Este)	520	NBA TV	720
Bravo	273	Home Shopping Network	240	VH1	335	Starz (Oeste)	521	New England Sports Network	623
BYU-TV	374	Independent Film Channel (IFC)	550	VH1 Classic	337			SportsNet New York	625
CCTV-9 (Chino/Chinese)	455	The Learning Channel (TLC)	280	WE: Women's Entertainment	260	Starz Edge	522	Sun Sports	632
				The Weather Channel	362	Starz InBlack	523	TVG, Interactive Horseracing	602
Church Channel	371	Lifetime	252	The Word Network	373	Starz - Encore (Este)	526	YES Network2	622
CNBC World	357	Link TV	375	World Harvest Television (WHT)	321	Starz - Encore (Oeste)	527	PAQUETE HD Canales de Alta Definición	
CNN	202	Military Channel	287			Starz - Encore Action	532	Discovery HD Theater	HD 76
CNN Headline News	204	MSNBC	356	XM MUSIC CHANNELS (EN INGLÉS)		Starz - Encore Drama	531	HD Net	HD 79
Comedy Central	249	MTV	331	Christian	826-829	Starz - Encore Love	528	HD Net Movies	HD 78
Country Music Television (CMT)	327	MTV2	333	Classical	864-866	Starz - Encore Mystery	530	ESPN HD	HD 73
Court TV	203	NASA TV	376	Country	808-814	Starz - Encore Wam	533	ESPN2 HD	HD 72
C-SPAN	350	National Geographic Channel	276	Dance	857-861	Starz - Encore Westerns	529	HD PPV Movies	HD 99
C-SPAN2	351	NFL Network	212	Decades	801-806	PAQUETE DE CANALES SHOWTIME UNLIMITED®		HD Special Events	HD 98
Current TV	366	Nicktoons Network	302	Hits	816-825	FLIX	547	TNT in HD	HD 75
Daystar	369	Nickelodeon/Nick at Nite (Este)	299	Jazz & Blues	850-854	The Movie Channel (Este)	544	Universal HD	HD 74
Discovery Channel	278	Nickelodeon/Nick at Nite (Oeste)	300	Kids	867-868	The Movie Channel (Oeste)	545		
Discovery Home	286	Noggin/The N	298	Lifestyle	855-856	SHOWTIME (Este)	537	CANALES LOCALES EN HD Canales de Alta Definición	
Discovery Kids	294	NRB	<i>NUEVO</i> 378	Novelty	848	SHOWTIME (Oeste)	540	ABC HDTV (WABC-Este)	HD 86
Discovery Times Channel	285	OLN	608	Rock1	830-841	SHOWTIME Extreme	542	ABC HDTV (KABC-Oeste)	HD 87
Disney Channel (Este)	290	Oxygen	251	Talk1	878-879	SHOWTIME Showcase	539	CBS HDTV (WCBS-Este)	HD 80
Disney Channel (Oeste)	291	PBS Kids Sprout	295	Urban1	842, 843, 845-847	SHOWTIME TOO	538	CBS HDTV (KCBS-Oeste)	HD 81
DIY Network	230	QVC	317	World	862-863	Sundance Channel	549	FOX HD (WNYW-Este)	HD 88
E! Entertainment Television	236	RFD-TV	379	PAQUETE DE CANALES HBO®		PAQUETE DE CANALES SPORTS PACK		FOX HD (KTTV-Oeste)	HD 89
E! Entertainment Television	206	SCI FI Channel	244	HBO (Este)	501	Altitude Sports & Entertainment	644	FOX HD (WNBC-Este)	HD 82
ESPN2	209	The Science Channel	284	HBO (Oeste)	504	Comcast SportsNet (Chicago)	640	NBC HDTV (WNBC-Este)	HD 82
ESPNNews	207	Shop At Home	234	HBO Family (Este)	507	Comcast SportsNet (Mid-Atlantic)	629	NBC HDTV (KNBC-Oeste)	HD 83
EWTN	422	ShopNBC	370	HBO Family (Oeste)	508	Comcast SportsNet (Oeste)	656		
FINE LIVING	232	SOAPnet	262	HBO Latino	511				
FitTV	368	Speed Channel	607	HBO Signature	503				
Food Network	231	Spike TV	325						
Fox News Channel	360	TBS	247						

CANALES INFORMACIÓN

DIRECTV BASICS	201	DIRECTV® Sports Schedules 220/600/795	The 101™ music / CD USA	NUEVO 101	PROGRAMACIÓN PARA ADULTOS®		Spice HD PPV	HD 599
DIRECTV® Pay Per View Channels 117-199		Seasonal Sports Subscriptions ³ 700-799	The 101™ music / CD USA	NUEVO HD 101	The Hot Network	597	TEN	596
DIRECTV® Pay Per View Previews 100, 200		Spanish-language Channels 400-499			Spice Wild	598	TEN Clips	594
DIRECTV® Pay Per View Schedules 116					Playboy TV	595		

Exhibit 4

DIRECTV - TOTAL CHOICE



Over 155 channels for only \$44.99 per month

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- Sports
- Entertainment + Music
- Family + Kids
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All Channels

A&E	265	Speed	607
ABC Family	311	Spike	325
America's Store	243	SportSouth	631
American Movie Classics (AMC)	254	Superstation WGN	307
Animal Planet	282	TBS	247
BBC America	264	TCT Network	377
BYU TV	374	TNT	245
Black Entertainment Television (BET)	329	TV Guide Channel	224
Bloomberg Television	353	TV Land	301
Bravo	273	TV One	241
C-SPAN	350	The 101™	101

C-SPAN2	351	The Church Channel	371
CNBC	355	The History Channel	269
CNBC World	357	The Learning Channel (TLC)	280
CNN	202	The Weather Channel	362
Cartoon Network	296	The Word	373
Comedy Central	249	Toon Disney	292
Country Music Television (CMT)	327	Travel Channel	277
Court TV	203	Trinity Broadcasting Network (TBN)	372
Current TV	366	Turner Classic Movies (TCM)	256
DIRECTV KIDS MIX	105	USA Network	242
DIRECTV NEWS MIX	102	Univision	402
DIRECTV SPORTS MIX	104	VH1	335
Daystar	369	Versus	608
Discovery Channel	278	WE: Women's Entertainment	260
Discovery Health Channel	279	World Harvest Television	321
Discovery Kids	294	XM: America	808
Disney Channel (East)	290	XM: Audio Visions	856
Disney Channel (West)	291	XM: BPM	859
E! Entertainment Television	236	XM: Beyond Jazz	852
ESPN	206	XM: Bluegrass Junction	812
ESPN CLASSIC	208	XM: Bluesville	854
ESPN2	209	XM: Chrome	861
ESPNEWS	207	XM: Cinemagic	822
EWTN	422	XM: Deep Tracks	840
FINE LIVING	232	XM: Escape	820
FUEL TV	612	XM: Ethel	834
FX	248	XM: Flight 26	818
FitTV	368	XM: Frank's Place	853
Food Network	231	XM: Highway 16	814
Fox News Channel	360	XM: Lucy	838
Fox Reality	250	XM: RAW - XL	846
Fuse	339	XM: Real Jazz	850
G4 videogame tv	354	XM: Special X	848
GOD TV	365	XM: Spirit	827

GSN, the network for games	309	XM: Squizz - XL	835
Galavision	404	XM: Suite 62	843
HITN-TV*	438	XM: The 40s	801
Hallmark Channel	312	XM: The 50s	802
Headline News	204	XM: The 60s	803
Home & Garden Television	229	XM: The 70s	804
Home Shopping Network	240	XM: The 80s	805
Independent Film Channel	550	XM: The 90s	806
Lifetime	252	XM: The Blend	821
Lifetime Movie Network	253	XM: The City	847
Link TV	375	XM: The Heart	819
MSNBC	356	XM: The Joint	863
MTV	331	XM: The Loft	836
MTV2	333	XM: The Message	826
NASA TV	376	XM: The Move	858
NFL Network	212	XM: The Rhyme - XL	845
NRB	378	XM: The System	860
National Geographic Channel	276	XM: Top 20 on 20	816
Nickelodeon/Nick at Nite (East)	299	XM: Top Tracks	833
Nickelodeon/Nick at Nite (West)	300	XM: US Country	809
Noggin/The N	298	XM: VOX	865
Oxygen	251	XM: Watercolors	851
QVC	317	XM: Willie's Place	811
RFD-TV	379	XM: World Zone	862
ReelzChannel	225	XM: X Country	810
SCI FI Channel	244	XM: XM Café	832
SOAPnet	262	XM: XM Chill	857
Shop At Home	234	XM: XM Classics	864
ShopNBC	370	XM: XM Hitlist	817
Sleuth	308	XM: XM Pops	866
		i Independent Television	255

Add \$4.99/mo. lease fee for second and each additional receiver.

Programming and pricing subject to change. In select markets, programming and pricing may vary. If local channels are not available in your area, you can still enjoy TOTAL CHOICE programming for \$3 less than the listed price.

Exhibit 5

DIRECTV - TOTAL CHOICE PLUS



Over 185 channels for only \$49.99 per month

Build your DIRECTV® System with the added variety of the TOTAL CHOICE PLUS package.

[Order Now](#)

A Little More for Everyone

More of the great family and entertainment channels you love with over 185 channels to choose from. Your [local channels](#) are even included.



You can also download and print our handy [channel lineup \(pdf\)](#).

Channel Lineup

Show All Movies + Events Sports Entertainment + Music Family + Kids News

Jump to: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

All Channels

A&E	265	TCT Network	377
ABC Family	311	TNT	245
America's Store	243	TV Guide Channel	224
American Movie Classics (AMC)	254	TV Land	301
Animal Planet	282	TV One	241
BBC America	264	The 101™	101
BET J	330	The Biography Channel	266
BYU TV	374	The Church Channel	371
Black Entertainment Television (BET)	329	The Golf Channel	605
Bloomberg Television	353	The History Channel	269
Boomerang	297	The Learning Channel (TLC)	280

Bravo	273	The Science Channel	284
C-SPAN	350	The Weather Channel	362
C-SPAN2	351	The Word	373
CNBC	355	Toon Disney	292
CNBC World	357	Travel Channel	277
CNN	202	Trinity Broadcasting Network (TBN)	372
Cartoon Network	296	Turner Classic Movies (TCM)	256
Comedy Central	249	USA Network	242
Country Music Television (CMT)	327	Univision	402
Court TV	203	VH1	335
Current TV	366	VH1 Classic	337
DIRECTV KIDS MIX	105	Versus	608
DIRECTV NEWS MIX	102	WE: Women's Entertainment	260
DIRECTV SPORTS MIX	104	World Harvest Television	321
DIY Network	230	XM: America	808
Daystar	369	XM: Audio Visions	856
Discovery Channel	278	XM: BPM	859
Discovery Health Channel	279	XM: Beyond Jazz	852
Discovery Home	286	XM: Big Tracks	837
Discovery Kids	294	XM: Bluegrass Junction	812
Discovery Times Channel	285	XM: Bluesville	854
Disney Channel (East)	290	XM: Boneyard - XL	830
Disney Channel (West)	291	XM: Caliente	872
E! Entertainment Television	236	XM: Chrome	861
ESPN	206	XM: Cinemagic	822
ESPN CLASSIC	208	XM: Deep Tracks	840
ESPN2	209	XM: Enlighten	828
ESPNEWS	207	XM: Escape	820
EWTN	422	XM: Ethel	834
FINE LIVING	232	XM: Fine Tuning	855
FUEL TV	612	XM: Flight 26	818
FX	248	XM: Frank's Place	853
FitTV	368	XM: Fred	839
Food Network	231	XM: Fuego	870

Fox Movie Channel	258	XM: High Voltage - XL	879
Fox News Channel	360	XM: Highway 16	814
Fox Reality	250	XM: Liquid Metal - XL	841
Fuse	339	XM: Lucy	838
G4 videogame tv	354	XM: On Broadway	823
GOD TV	365	XM: RAW - XL	846
GSN, the network for games	309	XM: Radio Disney	867
Galavision	404	XM: Real Jazz	850
Great American Country	326	XM: Special X	848
HITN-TV*	438	XM: Spirit	827
Hallmark Channel	312	XM: Squizz - XL	835
Headline News	204	XM: Suite 62	843
History International	271	XM: The 40s	801
Home & Garden Television	229	XM: The 50s	802
Home Shopping Network	240	XM: The 60s	803
Independent Film Channel	550	XM: The 70s	804
Lifetime	252	XM: The 80s	805
Lifetime Movie Network	253	XM: The 90s	806
Lifetime Real Women	261	XM: The Blend	821
Link TV	375	XM: The City	847
Logo	263	XM: The Groove	844
MSNBC	356	XM: The Heart	819
MTV	331	XM: The Heat	825
MTV2	333	XM: The Joint	863
Military Channel	287	XM: The Loft	836
NASA TV	376	XM: The Message	826
NFL Network	212	XM: The Move	858
NRB	378	XM: The Rhyme - XL	845
National Geographic Channel	276	XM: The System	860
Nickelodeon/Nick at Nite (East)	299	XM: The Torch	829
Nickelodeon/Nick at Nite (West)	300	XM: The Village	813
Nicktoons Network	302	XM: Top 20 on 20	816
Noggin/The N	298	XM: Top Tracks	833
Oxygen	251	XM: U-Pop	824

PBS Kids Sprout	295	XM: US Country	809
QVC	317	XM: VOX	865
RFD-TV	379	XM: Watercolors	851
ReelzChannel	225	XM: Willie's Place	811
SCI FI Channel	244	XM: World Zone	862
SOAPnet	262	XM: X Country	810
Shop At Home	234	XM: XM Café	832
ShopNBC	370	XM: XM Chill	857
Sleuth	308	XM: XM Classics	864
Speed	607	XM: XM Hitlist	817
Spike	325	XM: XM Kids	868
SportSouth	631	XM: XM Pops	866
Superstation WGN	307	XM: XMU	831
TBS	247	i Independent Television	255

Add \$4.99/mo. lease fee for second and each additional receiver.

Programming and pricing subject to change. In select markets, programming and pricing may vary. If local channels are not available in your area, you can still enjoy TOTAL CHOICE PLUS programming for \$3 less than the listed price.

Exhibit 6

DIRECTV - TOTAL CHOICE PREMIER



Over 250 channels for only \$99.99 per month

Build your DIRECTV® System with the best package – TOTAL CHOICE PREMIER.

[Order Now](#)

Extreme Television Entertainment

An extensive programming package with over 250 channels, including 31 premium movie channels and 25 specialty sports networks. Plus, DVR service is included at no extra charge for customers with a DIRECTV® DVR. Your [local channels](#) are even included.



You can also download and print our handy [channel lineup \(pdf\)](#).

Channel Lineup

Show All Movies + Events Sports Entertainment + Music Family + Kids News

Jump to: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

All Channels

A&E	265	SHOWTIME Extreme	542
ABC Family	311	SHOWTIME HDTV	543
Altitude Sports & Entertainment	644	SHOWTIME Showcase	539
America's Store	243	SHOWTIME TOO	538
American Movie Classics (AMC)	254	SOAPnet	262
Animal Planet	282	Shop At Home	234
BBC America	264	ShopNBC	370
BET J	330	Sleuth	308
BYU TV	374	Speed	607
Black Entertainment Television (BET)	329	Spike	325
Bloomberg Television	353	SportSouth	631

Boomerang	297	SportsNet New York	625
Bravo	273	SportsTime Ohio	657
C-SPAN	350	Starz (East)	520
C-SPAN2	351	Starz (West)	521
CNBC	355	Starz - Encore (East)	526
CNBC World	357	Starz - Encore (West)	527
CNN	202	Starz - Encore Action	532
CSTV: College Sports Television	610	Starz - Encore Drama	531
Cartoon Network	296	Starz - Encore Love	528
Cinemax (East)	512	Starz - Encore Mystery	530
Cinemax (West)	514	Starz - Encore Wam	533
Comcast SportsNet (Chicago)	640	Starz - Encore Westerns	529
Comcast SportsNet (Mid-Atlantic)	629	Starz Edge	522
Comcast SportsNet (West)	656	Starz InBlack	523
Comedy Central	249	Sun Sports	632
Country Music Television (CMT)	327	Sundance Channel	549
Court TV	203	Superstation WGN	307
Current TV	366	TBS	247
DIRECTV KIDS MIX	105	TCT Network	377
DIRECTV NEWS MIX	102	TNT	245
DIRECTV SPORTS MIX	104	TV Guide Channel	224
DIY Network	230	TV Land	301
Daystar	369	TV One	241
Discovery Channel	278	TVG - The Interactive Horseracing Network	602
Discovery Health Channel	279	The 101™	101
Discovery Home	286	The Biography Channel	266
Discovery Kids	294	The Church Channel	371
Discovery Times Channel	285	The Golf Channel	605
Disney Channel (East)	290	The History Channel	269
Disney Channel (West)	291	The Learning Channel (TLC)	280
E! Entertainment Television	236	The Movie Channel (East)	544
ESPN	206	The Movie Channel (West)	545
ESPN CLASSIC	208	The Outdoor Channel	606
ESPN2	209		

ESPNEWS	207	The Science Channel	284
ESPNU	609	The Weather Channel	362
EWTN	422	The Word	373
FINE LIVING	232	Toon Disney	292
FLIX	547	Travel Channel	277
FSN ARIZONA	649	Trinity Broadcasting Network (TBN)	372
FSN BAY AREA	654	Turner Classic Movies (TCM)	256
FSN CINCINNATI	638	USA Network	242
FSN DETROIT	636	Univision	402
FSN FLORIDA	634	VH1	335
FSN MIDWEST	647	VH1 Classic	337
FSN NEW ENGLAND	620	Versus	608
FSN NEW YORK	624	WE: Women's Entertainment	260
FSN NORTH	641	World Harvest Television	321
FSN NORTHWEST	651	XM: America	808
FSN OHIO	637	XM: Audio Visions	856
FSN PITTSBURGH	628	XM: BPM	859
FSN PRIME TICKET	653	XM: Beyond Jazz	852
FSN ROCKY MOUNTAIN	645	XM: Big Tracks	837
FSN SOUTH	630	XM: Bluegrass Junction	812
FSN SOUTHWEST	643	XM: Bluesville	854
FSN WEST	652	XM: Boneyard - XL	830
FUEL TV	612	XM: Caliente	872
FX	248	XM: Chrome	861
FitTV	368	XM: Cinemagic	822
Food Network	231	XM: Deep Tracks	840
Fox Movie Channel	258	XM: Enlighten	828
Fox News Channel	360	XM: Escape	820
Fox Reality	250	XM: Ethel	834
Fox Soccer Channel	613	XM: Fine Tuning	855
Fuse	339	XM: Flight 26	818
G4 videogame tv	354	XM: Frank's Place	853
GOD TV	365	XM: Fred	839
GSN, the network for games	309	XM: Fuego	870

Galavision	404	XM: High Voltage - XL	879
Go!TV	614	XM: Highway 16	814
Great American Country	326	XM: Liquid Metal - XL	841
HBO (East)	501	XM: Lucy	838
HBO (West)	504	XM: On Broadway	823
HBO Family (East)	507	XM: RAW - XL	846
HBO Family (West)	508	XM: Radio Disney	867
HBO HDTV	509	XM: Real Jazz	850
HBO Signature	503	XM: Special X	848
HBO2 (East)	502	XM: Spirit	827
HBO2 (West)	505	XM: Squizz - XL	835
HITN-TV*	438	XM: Suite 62	843
Hallmark Channel	312	XM: The 40s	801
Headline News	204	XM: The 50s	802
History International	271	XM: The 60s	803
Home & Garden Television	229	XM: The 70s	804
Home Shopping Network	240	XM: The 80s	805
Independent Film Channel	550	XM: The 90s	806
Lifetime	252	XM: The Blend	821
Lifetime Movie Network	253	XM: The City	847
Lifetime Real Women	261	XM: The Groove	844
Link TV	375	XM: The Heart	819
Logo	263	XM: The Heat	825
MASN	626	XM: The Joint	863
MSNBC	356	XM: The Loft	836
MTV	331	XM: The Message	826
MTV2	333	XM: The Move	858
Madison Square Garden (MSG)	621	XM: The Rhyme - XL	845
Military Channel	287	XM: The System	860
MoreMAX	513	XM: The Torch	829
NASA TV	376	XM: The Village	813
NBA TV	601	XM: Top 20 on 20	816
NFL Network	212	XM: Top Tracks	833
NRB	378	XM: U-Pop	824

National Geographic Channel	276	XM: US Country	809
New England Sports Network	623	XM: VOX	865
Nickelodeon/Nick at Nite (East)	299	XM: Watercolors	851
Nickelodeon/Nick at Nite (West)	300	XM: Willie's Place	811
Nicktoons Network	302	XM: World Zone	862
Noggin/The N	298	XM: X Country	810
Oxygen	251	XM: XM Café	832
PBS Kids Sprout	295	XM: XM Chill	857
QVC	317	XM: XM Classics	864
RFD-TV	379	XM: XM Hitlist	817
ReelzChannel	225	XM: XM Kids	868
SCI FI Channel	244	XM: XM Pops	866
SHOWTIME (East)	537	XM: XMU	831
SHOWTIME (West)	540	YES Network	622
		i Independent Television	255

Add \$4.99/mo. lease fee for second and each additional receiver.

Programming and pricing subject to change. In select markets, programming and pricing may vary. If local channels are not available in your area, you can still enjoy TOTAL CHOICE PREMIER programming for \$3 less than the listed price.

Exhibit 7

DIRECTV - FAMILY CHOICE



Over 40 channels for \$29.99 per month

Ask about the FAMILY CHOICE package when you order your DIRECTV® service: 1-800-DIRECTV, or order now online.

[Order Now](#)

Putting Families First

Over 40 channels of programming suitable for all ages, including popular children's networks, religious and general family entertainment channels. Your [local channels](#) are even included.



Channel Lineup

Show All Movies + Events Sports Entertainment + Music Family + Kids News

Jump to: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

All Channels

BYU TV	374	NRB	378
Bloomberg Television	353	National Geographic Channel	276
Boomerang	297	Nickelodeon/Nick at Nite (East)	299
C-SPAN	350	Nickelodeon/Nick at Nite (West)	300
C-SPAN2	351	Nicktoons Network	302
DIY Network	230	Noggin/The N	298
Daystar	369	ONCE México*	415
Discovery Kids	294	PBS Kids Sprout	295
Disney Channel (East)	290	QVC	317
Disney Channel (West)	291	RFD-TV	379
EWTN	422	Shop At Home	234
FitTV	368	ShopNBC	370

Food Network	231	TCT Network	377
GOD TV	365	The Science Channel	284
HITN-TV*	438	The Weather Channel	362
Hallmark Channel	312	The Word	373
Headline News	204	Toon Disney	292
Home & Garden Television	229	Trinity Broadcasting Network (TBN)	372
Home Shopping Network	240	World Harvest Television	321
Link TV	375	XM: Radio Disney	867
NASA TV	376	XM: XM Kids	868

Add \$4.99/mo. lease fee for second and each additional receiver.

+ Blackout restrictions apply to regional sports networks. Professional and collegiate sports subscriptions sold separately.

▣ Blackout restrictions apply to Turner South. Available only in AL, GA, MS, TN, SC and sections of NC as determined by zip code.

Programming and pricing subject to change. In select markets, programming and pricing may vary.

Exhibit 8

DIRECTV - International Services



A unique mix of international language programming featuring the best in entertainment from across the globe. Whether you're looking to reconnect with your roots or explore a new culture, DIRECTV™ brings the world to your living room.

Interested in international programming? View the [BASIC and PREFERRED CHOICE channel lineup \(PDF\)](#).

Español

More than 50 Spanish-language channels*.

* Includes English-language broadcast channels with alternate Spanish audio.

Arabic

Movies, news, music and more in Arabic.

Brazilian

Brazil's #1 channel and a 24-hour soccer network coming soon.

Caribbean

Introducing Hype TV, the world's first 24-hour Caribbean music and entertainment channel.

Chinese

Broadcasts from China, Hong Kong and Taiwan.

Filipino

Top-notch Filipino television and radio, including news, movies, sports and more.

Italian

Round-the-clock news and sports coverage.

Korean

The best of Korean entertainment, including Christian programming.

Russian

Four premier channels and two a la carte Russian networks.

South Asian

12 leading Indian channels in 5 different languages.

Ukrainian

The best programming and brightest stars of Ukrainian television.

Vietnamese

Three 24-hour networks with Vietnamese programming.

International Sports

World-class soccer, rugby and
cricket!

To get international services, you must first subscribe to the DIRECTV® BASIC (\$9.99/mo) or DIRECTV® PREFERRED CHOICE™ (\$29.99/mo) international base package, or any TOTAL CHOICE® (\$34.99/mo. or above) or DIRECTV PARA TODOS® (\$29.99/mo. or above) package. Programming, pricing, terms and conditions subject to change. Hardware and programming available separately. DIRECTV services are not provided outside the U.S.

Exhibit 9

DIRECTV Expands International Programming Platform To Include Premier Polish-Language Channels

Two New PolishDirect(TM) Packages Offer Up to Five Polish-Language Video and Radio Channels

EL SEGUNDO, Calif., Nov 27, 2006 (BUSINESS WIRE) -- DIRECTV's international programming platform, WorldDirect(TM), is bringing Poland into living rooms across the United States with its new Polish-language programming tier PolishDirect(TM) and PolishDirect (TM) II.

These new packages offer a robust lineup of leading Polish-language video and radio programming. Beginning Nov. 29 the PolishDirect package will be available for \$21.99 per month and include TV Polonia, TVP3 and Polskie Radio 1 and 3. DIRECTV customers can also subscribe to PolishDirect II, which will be available for \$29.99 and include TV Polonia, TVP3, Tele5 and Polskie Radio 1 and 3.

"We understand the important role that traditional Polish culture plays in the lives of the more than 650,000 Polish-speaking Americans living in the United States," said Aaron McNally, vice president, International, DIRECTV, Inc. "We believe our new Polish-language programming packages will offer a unique and compelling lineup that will help customers maintain their Polish heritage and strengthen ties between family members of all ages. We look forward to bringing this valuable programming to our Polish-speaking customers across the country."

DIRECTV's new Polish-language programming lineup includes:

TV Polonia - Channel 2171

TV Polonia is the premier Polish language channel broadcast by Telewizja Polska in Warsaw (Polish Public Broadcaster) for millions of Poles living abroad. It was the first 24/7 Polish television channel broadcast in America and now today, over a decade later, it still remains the most sought after Polish television channel in America. TV Polonia offers popular programming, such as the Polish news service "Wiadomosci," soap opera "M jak miosc," and popular sitcoms "Klan" and "Zlotopolscy."

TVP3

TVP3 offers programming geared toward news and current affairs. This channel delivers an array of interesting news broadcasts that highlight various regions of Poland. Its flagship program, "Kurier" (Courier), is an hourly news program that focuses on local news that is "close to the people."

Tele5 (Only available in PolishDirect II) - Channel 2173

Tele5 is a unique Polish language channel that offers programming from different parts of the world, all in Polish. Viewers will see movies, mini-series and popular cooking shows, including "Buon Appetito," one of the best culinary programs on Polish television.

Polskie Radio 1 - Channel 2174 and Polskie Radio 3 - Channel 2175

JEDYNKA (Polskie Radio 1) and TROJKA (Polskie Radio 3) of Polskie Radio in Warsaw are considered the "best of the best" radio channels in Poland. Both channels bring an "old country" flavor to their broadcast of news, current affairs, nationally acclaimed radio theater, and classical and contemporary Polish music. Music from Chopin and Lutoslawski, and literature and radio plays such as "W Jezioranach" and "Matysiakowie" can be found on Polskie Radio 1, while current affairs program Puls Trojki, and political talk show Zapraszamy do Trojki are available on Polskie Radio 3.

WorldDirect customers must first subscribe to DIRECTV BASIC (\$9.99/mo.) or any DIRECTV base programming package (\$29.99/mo. or above). For more information on how to receive PolishDirect(TM) or PolishDirect(TM) II, customers should call (800) 378-7410.

The DIRECTV WorldDirect(TM) platform has launched 46 channels that deliver a wide variety of new programming in multiple foreign-languages, including Arabic, Russian, Hindi, Tamil, Telugu, Gujarati, Bengali, Mandarin, Cantonese, Vietnamese, Tagalog, Korean, Italian and Ukrainian, to underserved ethnic markets throughout the United States. DIRECTV will continue to expand its international programming platform to reach more ethnic audiences.

DIRECTV customers will need to use a WorldDirect services satellite dish that is capable of receiving both international and English-language programming. In some markets, customers who subscribe to a local channels package will require a second smaller dish.

About DIRECTV, Inc.

DIRECTV, Inc., the nation's leading satellite television service provider, presents the finest television experience available to more than 15.6 million customers through exclusive content, industry-leading customer service (which has surpassed cable for six years running) and superior technologies. Each day, DIRECTV subscribers enjoy over 250 channels of 100% digital picture and sound; exclusive programming and the most comprehensive collection of sports programming available anywhere including NFL SUNDAY TICKET(TM), and MLB EXTRA INNINGS(TM). DIRECTV (NYSE:DTV) also leads the digital television technology revolution with exclusives such as NFL SUNDAY TICKET SuperFan(TM), US Open Interactive and YES Network Interactive and will soon have the capacity to offer over 150 channels in HD. DIRECTV is approximately 39 percent owned by News Corporation. For the most up-to-date information on the Company, please visit directv.com.

DIRECTV Launches New Arabic-Language Programming Package

ArabicDirect(TM) Package to Offer Five Industry-Leading Channels from the Middle East - Rotana Cinema, Rotana Zaman, Rotana Moossika, Orbit Al-Yawm and Orbit Seen (Arabic Series Channel)

EL SEGUNDO, Calif., Oct 23, 2006 (BUSINESS WIRE) -- DIRECTV continues to enhance its international programming platform, WorldDirect(TM), with the addition of a new Arabic-language programming package, ArabicDirect(TM). The ArabicDirect package combines five of the leading Arabic-language channels from the Middle East - Rotana Cinema, Rotana Zaman, Rotana Moossika, Orbit Al-Yawm and The Orbit Arabic Series Channel (Seen).

The ArabicDirect package is currently available nationwide on the WorldDirect programming platform for \$25.99 per month.

"With more than 800,000 Arab Americans living in the United States, there is an enormous appetite for programming that is relevant to the Arab culture," said Aaron McNally, vice president International, DIRECTV, Inc. "DIRECTV is proud to offer its subscribers exclusive premieres of the biggest Arabic-language movies, digitally restored classic films, the hottest music acts, and the best comedies and historical dramas available from the Middle East."

The ArabicDirect programming package includes:

Rotana Cinema Channel - DIRECTV Channel 2102

The Rotana Cinema Channel is the leading movie service in the Middle East. It draws from the largest and richest library of Arabic-language films in the world, as well as cinema news and entertainment programs, including "The Hala Show," hosted by Dr. Hala Sarhan.

Rotana Zaman Channel - DIRECTV Channel 2103

The Rotana Zaman Channel delivers state-of-the-art digitally restored classic Arabic movies to millions of viewers around the world. Enjoy the legendary stars and singers - Om Kalthoum, Halim and Fairouz, as well as the popular program "Kashf el Mastour."

Rotana Moossika Channel - DIRECTV Channel 2104

The Rotana Moossika Channel is an Arabic variety/entertainment channel that is dedicated to music videos, programs, concerts and festivals. Rotana Moossika has compiled the largest Arabic music library in the world, and exclusively features some of the top acts from the Arab world, including Amr Diab, Nagwa Karam, George Wassouf, Alissa and Kazem.

Orbit Arabic Series Channel (Seen) - DIRECTV Channel 2105

The Orbit Arabic Series Channel (Seen) is the first 24-hour Arabic thematic channel of its kind in the region, featuring the best Arabic TV series from the Middle East. The Series Channel delivers the widest variety of TV productions from drama to comedy and from melodrama to historical biography. Orbit Seen features outstanding dramas like Kkaled Bin Alwaleed and Sikkat Alhilali.

Orbit Al-Yawm - DIRECTV Channel 2106

Orbit Al-Yawm is a contemporary Arabic entertainment and variety channel, delivering more than 35 hours of live Orbit productions per week. Al-Yawm offers the smartest fashion tips, intimate beauty care advice, the best recipes, and light-hearted comedy shows. Orbit Al-Yawm top programs include Oyoum Beirut and Al-Qahira Al-Yawm.

WorldDirect customers must first subscribe to DIRECTV BASIC (\$9.99/mo.) or any DIRECTV base programming package (\$29.99/mo. or above). For more information on how to receive ArabicDirect, customers should call (800) 378-6484.

The DIRECTV WorldDirect(TM) platform has launched 45 channels that deliver a wide variety of new programming in multiple foreign languages, including Russian, Hindi, Tamil, Telugu, Gujarati, Bengali, Mandarin, Cantonese, Vietnamese, Tagalog, Korean, Italian and Ukrainian, to underserved ethnic markets throughout the United States. DIRECTV will continue to expand its international programming platform to reach more ethnic audiences.

DIRECTV customers will need to use a WorldDirect services satellite dish that is capable of receiving both international and English-language programming. In some markets, customers who subscribe to a local channels package will require a second smaller dish.

About DIRECTV, Inc.

DIRECTV, Inc., the nation's leading satellite television service provider, presents the finest television experience available to more than 15.5 million customers through exclusive content, industry-leading customer service (which has surpassed cable for six years running) and superior technologies. Each day, DIRECTV subscribers enjoy over 250 channels of 100% digital picture and sound; exclusive programming and the most comprehensive collection of sports programming available anywhere including NFL SUNDAY TICKET(TM), and MLB EXTRA INNINGS(TM). DIRECTV (NYSE:DTV) also leads the digital television technology revolution with exclusives such as NFL SUNDAY TICKET SuperFan(TM), US Open Interactive and YES Network Interactive and will soon have the capacity to offer over 150 channels in HD. DIRECTV is approximately 39 percent owned by News Corporation. For the most up-to-date information on the Company, please visit directv.com.

New Mandarin Programming Package from DIRECTV Features Leading Chinese News and Entertainment Channel; The CTI ZHONG-TIAN Channel Joins Phoenix TV, Phoenix InfoNews and MTV Chi in New MandarinDirect II Programming Package

EL SEGUNDO, Calif.--(BUSINESS WIRE)--Aug. 18, 2006--To better serve the programming needs of the growing Mandarin Chinese population in the U.S., DIRECTV has created a new Mandarin Chinese programming package featuring one of the leading 24-hour news and information channels from Taiwan.

The CTI Zhong-Tian Channel is part of DIRECTV's new Mandarin-speaking programming package, MandarinDirect II, that includes Phoenix TV, Phoenix InfoNews and MTV Chi, channels that were formerly in the MandarinDirect package. The new MandarinDirect II package is available for \$15.99 per month.

"The addition of the CTI Zhong-Tian Channel aligns with our strategy to provide our International programming customers with the top-rated channels from their countries of origin," said Aaron McNally, vice president, International, DIRECTV, Inc. "CTI Zhong-Tian, with its reputation for quality news, sports, dramas, variety and entertainment television programming, appeals to all members of the household and complements the Phoenix TV, Phoenix InfoNews and MTV Chi programming in our new MandarinDirect II package."

The channel established its position as a market leader in overseas Chinese television markets with its "Zhong Tian News" coverage, nationwide penetration and quality programming. The channel focuses on the latest trends in Taiwan, Hong Kong China, with a vision to bring different perspectives to the 1.2 billion global Chinese audience.

With news gathering centers located in major cities around the world, CTI Zhong-Tian Channel brings to its viewers 24/7 the most up-to-date and live news on Chinese affairs, international events, political happenings, social events, financial and economic reports, technology, business, travel, leisure, weather, fashion and every day information. The CTI Zhong-Tian Channel offers feature talk shows, the latest drama and cooking, educational and documentary content to satisfy the tastes of all viewers.

The new channel is available on DIRECTV channel 2056 and its programming includes:

"Zhong Tian Live News" offers instant prime time news to satisfy viewers' need for instant information on an international scale. In every hour, there are headline updates prior to the latest news, reports on international events, financial updates, sports, plus the weather report.

"Got Problems?" -- co-hosted by well-known lawyer, Hsieh Cheng-Wu, and radio host, Ye Nai-Jing -- provides viewers with a new forum to dig into everyday issues and discuss it from a different angle. The show features guest speakers and topics are determined by the hottest news, political, economical, or social entertainment events of the day.

"Taiwanese in Mainland China" takes the viewer to all the mysterious places in China as it explores the country's natural, geographical, cultural, economical and social aspects. This program will show the phenomenon of Chinese history in a fascinating way, including its food, architecture, opera and antiques.

"Stingy Mammon" is a funny and exciting game show with hosts Shi Nai-Lin and Zen Kuo-Tzun. With popular games and humorous hosts, it has become the hottest game show among the Chinese community. Celebrities vie for big prizes and if they lose, are subject to embarrassing consequences, such as drinking a disgusting juice or some other form of unusual punishment.

Other programming includes: "Mr. Con & Ms. Csi," - a humorous talk show with in-depth celebrity interviews; "Everybody Speaks Nonsense II - Hot Pot" - teasing/imitating talk show focuses on daily news event; "Sisy's World News Report" - weekly in-depth analysis of the world's affairs; "High! School" - a new form of fiction series featuring a group of students trying to see that their famous high school in Taiwan survives.

Customers who want to subscribe to the MandarinDirect II package must first subscribe to the DIRECTV(R) BASIC (\$9.99/mo.) or DIRECTV(R) PREFERRED CHOICE(TM) (\$29.99/mo.) international base packages, or to any TOTAL CHOICE(R) (\$44.99/mo. or above) or DIRECTV PARA TODOS(R) (\$29.99/mo. or above) base package. For more information on how to receive MandarinDirect II, customers should call (800) 378-5023.

The DIRECTV WorldDirect(TM) platform has launched 39 channels that deliver a wide variety of new programming in multiple foreign-languages, including Russian, Hindi, Tamil, Telugu, Gujarati, Bengali, Mandarin, Cantonese, Vietnamese, Tagalog, Korean, Italian and Ukrainian, to underserved ethnic markets throughout the United States. DIRECTV will continue to expand its international programming platform to reach more ethnic audiences.

Customers will require a WorldDirect services satellite dish that is capable of receiving both international and English-language programming. In some markets, customers who subscribe to a local channels package will require a second smaller dish.

About DIRECTV, Inc.

DIRECTV, Inc. is the nation's leading digital television service provider with more than 15.5 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. DIRECTV (NYSE:DTV) is a world-leading provider of digital multichannel television entertainment. DIRECTV is approximately 39 percent owned by News Corporation.

DIRECTV Expands International Programming Platform To Include Korean-Language Package; DIRECTV Now Offers Customers the Leading Korean-Language Networks Available in the U.S. - MBC, SBS, YTN and CTS

EL SEGUNDO, Calif.--(BUSINESS WIRE)--April 11, 2006--DIRECTV is continuing to grow its international programming platform, WorldDirect, with the addition of three leading Korean-language networks - MBC, a leading 24-hour Korean network; YTN, the highest-rated 24-hour comprehensive Korean news channel; and Christian Television Systems (CTS), a Korean gospel broadcasting channel. In addition, DIRECTV also offers the Seoul Broadcasting System (SBS), a top-rated Korean network, which launched on the WorldDirect platform last year.

SBS, MBC and YTN will be available as part of the new DIRECTV KoreanDirect package, which is currently available to DIRECTV customers nationwide for \$26.99 per month. CTS will be available on an a la carte basis for \$4.99 per month. Customers who want to subscribe to CTS must also subscribe to the KoreanDirect package or to any TOTAL CHOICE programming package.

"DIRECTV is offering the Korean community living in the United States not only the best Korean-language programming lineup, but also the leading English-language program offering as well. We are truly a one-stop shop for the best television viewing experience available," said Aaron McNally, vice president, DIRECTV International. "By partnering with the leading networks in Korea, DIRECTV is able to provide a superior programming lineup compared to its competitors, and deliver a programming package that keeps the Korean community informed, entertained and connected to their homeland."

SBS (DIRECTV Channel 2080)

SBS, a top-rated Korean network, has designed its programming to feed the needs of all its viewers by providing content that is both informative and entertaining. The SBS network offers a variety of programming, including news, hit dramas and soaps, celebrity talk shows and sports programming.

MBC (DIRECTV Channel 2081)

MBC is a top-rated, 24-hour Korean network. "M" stands for "Munwha" in Korean, which means "culture" in English. MBC offers programs such as news, sports, cultural programs, variety shows, drama, comedy and documentaries.

YTN (DIRECTV Channel 2082)

YTN is the only 24-hour a day, comprehensive Korean news channel. Started in 1995, it's now a key information provider in Korea. YTN's network, encompassing local branches and 100-plus foreign correspondents bringing news from over 50 major cities around the world, provides Korean-Americans with up-to-the-minute news and events coverage from Korea and around the world.

CTS (DIRECTV Channel 2087)

Founded by the Korean Primary Christian Denomination, CTS is a gospel broadcasting channel serving Christian Koreans in the United States. CTS airs quality Christian programs such as sermons, lectures, documentary, talk shows, entertainment, news, health and praise/worship, with inspirational testimonies of faith that will capture the hearts of viewers around the world.

Customers who want to subscribe the KoreanDirect package must first subscribe to the DIRECTV(R) BASIC (\$9.99/mo.) or DIRECTV(R) PREFERRED CHOICE(TM) (\$29.99/mo.) international base packages, or to any TOTAL CHOICE(R) (\$44.99/mo. or above) or DIRECTV PARA TODOS(R) (\$29.99/mo. or above) base package. For more information on how to receive KoreanDirect, customers should call (800) 378-3309.

The DIRECTV WorldDirect(TM) platform has launched 39 channels that deliver a wide variety of new programming in multiple foreign-languages, including Russian, Hindi, Tamil, Telugu, Gujarati, Bengali, Mandarin, Cantonese, Vietnamese, Tagalog, Korean, Italian and Ukrainian, to underserved ethnic markets throughout the United States. DIRECTV will continue to expand its international programming platform to reach more ethnic audiences.

DIRECTV customers will need to use a WorldDirect services satellite dish that is capable of receiving both international and English-language programming. In some markets, customers who subscribe to a local channels package will require a second smaller dish.

About DIRECTV, Inc.

DIRECTV, Inc. is the United States' leading digital television service provider with more than 15 million customers. DIRECTV (NYSE: DTV) is a world-leading provider of digital multichannel television entertainment services. DIRECTV is approximately 37 percent owned by News Corporation.

CONTACT: DIRECTV, Inc.
Jade Ekstedt, 310-964-3429

SOURCE: DIRECTV, Inc

Exhibit 10

DIRECTV - Local Channels



Bringing Entertainment Closer to Home

We offer local channels to more than 94% of the nation's TV households, with more markets coming soon. Plus, DIRECTV offers locals in HD in select markets.*

Local Channels Lookup

More than likely, we have your local channels! Enter your ZIP Code to find out if we carry your local channels in your area:

Zip Code:

[Local Channels Markets](#) – Find out more about the 142 local markets we serve.

[Local Channels in High-Definition](#) – Learn more about network channels in high-definition.

[Distant Network Service](#) – Live in a local channels area? We have other options.

[Local Channels FAQs](#) – Get answers to the most common questions customers ask us.

[Local Receive Facilities](#) – This page helps local television stations locate their Local Receive Facility.

PLEASE NOTE: Eligibility for local channels based on the service address. Not all networks available in all markets.

* To access DIRECTV HD programming, a triple LNB Dish is required. In some markets, a five-LNB Dish and H20 model receiver are needed to receive HD Local networks delivered by DIRECTV.

Programming, pricing, terms and conditions are subject to change. Hardware and programming available separately.

Local Channel Markets

We offer local broadcasts in 141 markets across the country. That's more than 94% of the nation's TV households.

Look below to find out more about the areas we serve or use our [Local Channels look-up tool](#).

Want to see what you can watch? Check out promos of your favorite shows in our [Video Lounge](#).

LOCAL CHANNELS AVAILABLE IN THESE MARKETS:

Albany-Schenectady-Troy, NY*†	Los Angeles, CA
Albuquerque-Sante Fe, NM*†	Louisville, KY*
Anchorage, AK***	Macon, GA**
Atlanta, GA	Madison, WI*
Augusta, GA**	Mankato, MN
Austin, TX	Medford-Klamath Falls, OR*†
Bakersfield, CA*	Memphis, TN
Baltimore, MD	Miami-Ft. Lauderdale, FL
Baton Rouge, LA*	Milwaukee, WI
Birmingham, AL	Minneapolis-St. Paul, MN
Boise, ID**	Mobile, AL-Pensacola-Fort Walton Beach, FL*
Boston, MA	Monterey-Salinas, CA*
Buffalo, NY*†	Myrtle Beach-Florence, SC**
Burlington, VT-Plattsburgh, NY**	Nashville, TN
Cedar Rapids, IA**	New Orleans, LA*
Champaign, IL**	New York, NY
Charleston, SC**	Norfolk, VA*†
Charleston-Huntington, WV*	Oklahoma City, OK*
Charlotte, NC	Omaha, NE*
Chattanooga, TN**	Orlando-Daytona, FL
Chicago, IL	Paducah, KY-Cape Girardeau, MO*†
Chico, CA*†	Peoria-Bloomington, IL**
Cincinnati, OH	Philadelphia, PA
Cleveland, OH	Phoenix, AZ
Colorado Springs, CO	Pittsburgh, PA
Columbia-Jefferson City, MO**	Portland-Auburn, ME*
Columbia, SC	Portland, OR
Columbus, OH	Providence, RI-New Bedford, MA*
Columbus-Tupelo, MS	Raleigh-Durham, NC
Corpus Christi, TX*	Reno, NV*†
Dallas-Ft. Worth, TX	Richmond-Petersburg, VA*
Davenport, IA-Rock Island-Moline, IL**	Roanoke, VA*†
Dayton, OH*	Rochester, NY*
Denver, CO†	Rochester-Austin, MN, Mason City, IA
Des Moines, IA*	Rockford, IL**
Detroit, MI	Sacramento-Stockton, CA
Duluth, MN-Superior, WI*†	Salt Lake City, UT†
El Paso, TX*	San Antonio, TX
Eugene, OR*	San Diego, CA
Evansville, IN**	San Francisco-Oakland-San Jose, CA
Fairbanks, AK***	Santa Barbara-Santa Maria- San Luis Obispo, CA*
Fargo, ND*	Savannah, GA*
Flint-Saginaw-Bay City, MI*	Seattle-Tacoma, WA
Fort Myers-Naples, FL*	Shreveport, LA*
Fort Smith, AR**	Sioux Falls, SD**
Fort Wayne, IN**	South Bend-Elkhart, IN*
Fresno-Visalia, CA*	Spokane, WA*
Grand Rapids-Kalamazoo, MI*	

Green Bay-Appleton, WI*
Greensboro, NC
Greenville-New Bern-Washington, NC**
Greenville-Spartanburg, SC
Harlingen-Weslaco-Brownsville-McAllen,
TX*
Harrisburg, PA
Hartford-New Haven, CT*
Honolulu, HI***
Houston, TX
Huntsville, AL*
Indianapolis, IN
Jackson, MS*†
Jacksonville, FL*
Johnstown, PA**
Juneau, AK***
Kansas City, MO
Knoxville, TN*
La Crosse-Eau Claire, WI**
Lafayette, LA*
Lansing, MI*
Las Vegas, NV*
Lexington, KY*
Lincoln, NE**
Little Rock-Pine Bluff, AR*†

Springfield, MA*
Springfield, MO**
St. Louis, MO
Syracuse, NY**
Tallahassee, FL-Thomasville, GA*†
Tampa-St. Petersburg, FL
Toledo, OH**
Topeka, KS*
Traverse City-Cadillac, MI**
Tri-Cities, TN (Johnson City-Bristol-Kingsport)**
Tucson, AZ*
Tulsa, OK*
Tyler-Longview, TX*
Waco-Temple-Bryan, TX**
Washington, DC
Wausau-Rhineland, WI**
West Palm Beach, FL
Wichita-Hutchinson, KS*
Wilkes-Barre, PA*
Wilmington, NC*
Yakima-Pasco-Richland-Kennewick, WA*
Youngstown, OH **
Zanesville, OH

- * Receipt of local channels in these markets requires a DIRECTV Multi-Satellite System.
** Receipt of local channels in these markets requires the use of a second 18-inch DIRECTV Dish.
*** Receipt of local channels in these markets requires a 1.2 meter DIRECTV dish.
† ZIP code confirmation required.

Exhibit 11

DIRECTV Activates HD Local Channels in Green Bay, Wisc., Greensboro, N.C., Grand Rapids, Mich., and Providence, R.I.

Local HD Channels from DIRECTV Have More Vivid Colors, Wider Images and Clearer, Crisper High-resolution Digital-quality Pictures

WHAT: DIRECTV, Inc., the nation's leading satellite television service provider, is now offering local HD programming to customers in the Green Bay, Wisc., Greensboro, N.C., Grand Rapids, Mich. and Providence, R.I. DMAs. With the addition of these four markets, DIRECTV now offers local HD broadcast channels in 49 cities, representing more than 65 percent of U.S. TV households. DIRECTV plans to launch an additional eight HD local markets throughout the remainder of the year.

DIRECTV's roll out of local HD channels is part of a nationwide expansion of HD programming that will culminate in 2007, when DIRECTV will have the ability to deliver more than 1,500 local HD channels and more than 150 national HD channels, establishing DIRECTV as a leading provider of HD programming.

WHEN: Beginning Tuesday, Nov. 21, 2006

HOW: Customers who subscribe to a programming package that includes local channels receive both the standard-definition and HD signals at no extra monthly charge. Customers can receive local HD channels by purchasing an H20 HD receiver or the new HR20 DIRECTV Plus® HD DVR and satellite dish. Existing HD customers can upgrade their HD receiver and dish for \$99 per receiver. New customers can take advantage of a \$100 mail-in rebate on all DIRECTV HD and HDDVR receivers.

Eligibility for local channels is based on service address within certain designated market areas as defined by Nielsen Media Research, Inc. Visit DIRECTV.com for more information.

CONTACT: DIRECTV, Inc.
Robert Mercer, 310-964-4683
or
PainePR for DIRECTV
Danielle Kowalski, 212-613-4912

SOURCE: DIRECTV, Inc.

Exhibit 12

DIRECTV Now Offers Local Channels in Alaska; Local Stations in Juneau, Anchorage and Fairbanks Roll Out Today

EL SEGUNDO, Calif.--(BUSINESS WIRE)--Dec. 8, 2005--DIRECTV customers in Alaska now have access to their local news, weather, sports and prime-time network programming -- all in digital-quality picture and sound -- as DIRECTV rolls out local broadcast stations in Anchorage, Juneau and Fairbanks, Alaska today.

With the launch of local channels in Alaska and three other markets later this month, DIRECTV will offer local channels in 142 markets, representing more than 93 percent of U.S. TV households.

"Today's announcement by DIRECTV is great news for Alaskans. DIRECTV has delivered local channels to our state, so that Alaskans now have access to the same level of television service that most customers in the lower 48 states enjoy," said Senator Ted Stevens (R-Alaska). "Local television programming provides important information and entertainment to Alaskans, who will now be able to receive this programming via satellite in our state's three major cities."

"Customers in Alaska who have had few options for the reception of local programming now have the ability to watch their favorite local news and entertainment programming in digital-quality picture and sound via DIRECTV," said Dan Fawcett, executive vice president, Programming Acquisition, DIRECTV, Inc. "New satellites and advances in technology have enabled us to provide most viewers in Alaska with a complete lineup of DIRECTV(R) programming for the first time."

DIRECTV customers will be able to access their national DIRECTV programming and local channels in Alaska by using a new DIRECTV H20 receiver and a 1.2-meter dish. DIRECTV receiving equipment is available at independent retailers and can also be ordered directly from DIRECTV by calling a dedicated toll free number at 1-877-897-8131. Information on how to order equipment is also available at Blockbuster stores, and beginning next year, the new DIRECTV receiving equipment can also be ordered at Best Buy and Wal-Mart locations.

The new receiving equipment and live local channel feeds can be viewed at AP&T Wireless, an independent DIRECTV dealer in Juneau beginning Dec. 12.

The following local channels will be available via DIRECTV in each market:

Juneau Local Channels

-- KTOO (PBS)/Channel 3	-- KJUD (ABC)/Channel 8
-- KTBY (FOX)/Channel 4	-- KTNL (CBS/PAX)/Channel 13
-- KATH-LP (NBC)/Channel 5	-- WB (WB)/Channel 14
-- KYES (UPN)/Channel 15	

Anchorage Local Channels(a)

-- KTBY (FOX)/Channel 4	-- KIMO (ABC)/Channel 13
-- KYES (UPN)/Channel 5	-- WB (WB)/Channel 14
-- KAKM (PBS)/Channel 7	-- KDMD (PAX)/Channel 33

(a) DIRECTV has not yet reached agreements with the owners of KTVA (CBS)/Channel 11 and KTUU (NBC)/Channel 2. We hope to add these channels to the lineup in the near future.

Fairbanks Local Channels(b)

-- KATN (ABC)/Channel 2	-- KTVF (NBC)/Channel 11
-- KJNP (IND)/Channel 4	-- WB (WB)/Channel 14
-- KUAC(PBS)/Channel 9	

(b) DIRECTV has not yet reached agreements with the owners of KXD-LP (CBS)/Channel 13 and KFXF (FOX)/Channel 7. We hope to add these channels to the lineup in the near future.

DIRECTV, Inc. is the nation's leading digital television service with more than 15 million customers. DIRECTV and the Cyclone Design

logo are registered trademarks of DIRECTV, Inc. DIRECTV (NYSE:DTV) is a world-leading provider of digital multichannel television entertainment services. DIRECTV is approximately 34 percent owned by News Corporation.

CONTACT: DIRECTV, Inc.
Robert Mercer, 310-964-4683

SOURCE: DIRECTV, Inc.

DIRECTV Now Offers Local Channels in Hawaii; Local Honolulu Stations Roll Out Today; Will be Available to Customers Throughout the Hawaiian Islands

EL SEGUNDO, Calif.--(BUSINESS WIRE)--Dec. 8, 2005--DIRECTV customers in Hawaii now have access to their local news, weather, sports and prime-time network programming - all in digital-quality picture and sound - as DIRECTV rolls out local Honolulu broadcast stations, including ABC, CBS, NBC and Fox, throughout the Hawaiian islands beginning today.

With the launch of local channels in Hawaii and three other markets later this month, DIRECTV will offer local channels in 142 markets, representing more than 93 percent of U.S. TV households.

"Many customers in Hawaii who have had few options for the reception of local programming, are now able to view their favorite local news and entertainment programming via DIRECTV," said Dan Fawcett, executive vice president, Programming Acquisition, DIRECTV, Inc. "New satellites and advanced technology have enabled us to provide most viewers in Hawaii with a complete lineup of DIRECTV(R) programming for the first time."

DIRECTV customers will be able to access their national DIRECTV programming and local channels in Hawaii by using a new DIRECTV H20 receiver and a 1.2-meter dish. DIRECTV receiving equipment is available at independent retailers and can also be ordered directly from DIRECTV by calling a dedicated toll free number at 1-877-897-8131.

Information on how to order equipment is also available at Blockbuster stores, and beginning next year, the new DIRECTV receiving equipment can also be ordered at Best Buy and Wal-Mart locations.

The new receiving equipment and live local channel feeds can be viewed at The Satellite Guy, an independent DIRECTV dealer in Honolulu beginning Dec. 12.

The following local channels are available via DIRECTV in Hawaii:

KHON (FOX)/Channel 2

KHET (PBS)/Channel 11

KITV (ABC)/Channel 4

KHNL (NBC)/Channel 13

KFVE (WB)/Channel 5

KIKU (IND/UPN)/Channel 20

KGMB (CBS/UPN)/Channel 9

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CONTACT: DIRECTV, Inc.
Robert Mercer, 310-964-4683

SOURCE: DIRECTV, Inc.

Exhibit 13

DIRECTV - Your Cost



No matter how great our service is, we know that price is an important consideration. Check out the chart below for a quick look at what DIRECTV® service costs.

All hardware offers subject to approved credit and require a [programming commitment](#).

4-Room DIRECTV System (4 Standard Receivers)

Start-up Cost		Monthly Cost	
System Installation	FREE	TOTAL CHOICE PACKAGE	\$44.99/mo
Handling & Delivery	FREE	Lease Fee 2nd Receiver:	\$4.99/mo
		Lease Fee 3rd Receiver:	\$4.99/mo
		Lease Fee 4th Receiver:	\$4.99/mo
START-UP TOTAL	\$0	MONTHLY COST	\$59.96

4-Room DIRECTV® DVR System (1 DVR, 3 Standard Receivers)

Start-up Cost		Monthly Cost	
System Installation	FREE	TOTAL CHOICE PACKAGE	\$44.99/mo
Handling & Delivery	FREE	Lease Fee 2nd Receiver:	\$4.99 /mo
Lease Upgrade to DVR	\$99	Lease Fee 3rd Receiver:	\$4.99 /mo
Instant Online Rebate	-\$99	Lease Fee 4th Receiver:	\$4.99 /mo
		DIRECTV® DVR Subscription:	\$5.99 /mo
START-UP TOTAL	\$0	MONTHLY COST	\$65.95

4-Room DIRECTV® HD System (1 HD Receiver, 3 Standard Receivers)

Start-up Cost		Monthly Cost	
System Installation	FREE	TOTAL CHOICE PACKAGE	\$44.99/mo
Handling & Delivery	FREE	Lease Fee 2nd Receiver:	\$4.99/mo
Lease Upgrade to HD Receiver	\$99	Lease Fee 3rd Receiver:	\$4.99/mo
Instant Online Rebate	-\$99	Lease Fee 4th Receiver:	\$4.99/mo
		DIRECTV HD Package:	\$9.99/mo
START-UP TOTAL	\$0	MONTHLY COST	\$69.95

Taxes not included. Equipment return required upon disconnect.