

Presque Isle ME

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	31,396	31,710	32,027	32,347	32,671
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	██	██	██	██	██
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	██	██	██	██	██
[32]	Average Gross Adds per Month	██	██	██	██	██
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	.	████	████	████	████
[36]	LIL Gross Adds	████	████	.	.	.
[37]	LIL Disconnects	██	██	██	██	██
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	██	██	██	██	██
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	██	██	██	██	██

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	.	████	████	████	████
[44]	LIL Gross Adds	██	████	████	████	████
[45]	LIL Disconnects	██	██	██	██	██
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	██	██	██	██	██
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	██	██	██	██	██

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	.	████	████	████	████
[52]	LIL Gross Adds	██	████	████	██	██
[53]	LIL Disconnects	██	██	██	██	██
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	██	██	██	██	██
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	██	██	██	██	██

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	.	████	████	████	████
[60]	LIL Gross Adds	██	████	████	████	████
[61]	LIL Disconnects	██	██	██	██	██
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	██	██	██	██	██
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	██	██	██	██	██

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Presque Isle ME

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

Profit & Loss (\$k) - With LIL

Revenue:

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████

LIL Revenue:

[67] Existing Customers Upgrade	██	██	██	██	██
---------------------------------	----	----	----	----	----

[68] Baseline Gross Adds Sell-in	██	██	██	██	██
----------------------------------	----	----	----	----	----

[69] Additional to Baseline Gross Adds	██	██	██	██	██
--	----	----	----	----	----

[70] Total LIL Revenue	██	██	██	██	██
------------------------	----	----	----	----	----

[71] Total Revenue	████	████	████	████	████
--------------------	------	------	------	------	------

Expenses:

[72] Programming Costs	████	████	████	████	████
------------------------	------	------	------	------	------

[73] Bad Debt	██	██	██	██	██
---------------	----	----	----	----	----

[74] Customer related	██	██	██	██	██
-----------------------	----	----	----	----	----

[75] Total Direct costs	████	████	████	████	████
-------------------------	------	------	------	------	------

[76] Total Direct Margin	████	████	████	████	████
--------------------------	------	------	------	------	------

[77] Total Direct Margin %	████	████	████	████	████
----------------------------	------	------	------	------	------

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario	████	████	████	████	████
--	------	------	------	------	------

[79] Incremental SAC with LIL	██	██	██	██	██
-------------------------------	----	----	----	----	----

[80] Total SAC Costs	████	████	████	████	████
----------------------	------	------	------	------	------

[81] Backhaul Expenses	██	██	██	██	██
------------------------	----	----	----	----	----

[82] Box replacement costs	██	██	██	██	██
----------------------------	----	----	----	----	----

[83] Total Expenses:	████	████	████	████	████
----------------------	------	------	------	------	------

[84] Cash Based OPBDA	████	████	████	████	████
-----------------------	------	------	------	------	------

[85] Cash Based OPBDA %	████	████	████	████	████
-------------------------	------	------	------	------	------

Presque Isle ME

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Victoria TX

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	31,204	31,516	31,831	32,150	32,471
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Victoria TX

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	31,204	31,516	31,831	32,150	32,471
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	██	██	██	██	██
[27] Disconnects	██	██	██	██	██
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	██	██	██	██	██
[32] Average Gross Adds per Month	██	██	██	██	██
[33] Gross Add Rate	██	██	██	██	██

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	██	██	██	██
[36] LIL Gross Adds	██	██	██	██	██
[37] LIL Disconnects	██	██	██	██	██
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	██	██	██	██	██

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	██	██	██	██
[44] LIL Gross Adds	██	██	██	██	██
[45] LIL Disconnects	██	██	██	██	██
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	██	██	██	██	██

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	██	██	██	██
[52] LIL Gross Adds	██	██	██	██	██
[53] LIL Disconnects	██	██	██	██	██
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	██	██	██	██	██

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	██	██	██	██
[60] LIL Gross Adds	██	██	██	██	██
[61] LIL Disconnects	██	██	██	██	██
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	██	██	██	██	██

Victoria TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Cutomers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Victoria TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow	[REDACTED]				
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[88] Cash Flows-No LIL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[89] Incr/(Decr) from No LIL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[90] NPV without Terminal Value	[REDACTED]				
[91] IRR	[REDACTED]				
[92] Terminal Value					[REDACTED]
[93] Cash Flows with Terminal Value	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[94] NPV with Terminal Value	[REDACTED]				
[95] IRR	[REDACTED]				

Helena MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	26,378	26,642	26,908	27,177	27,449
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	████████	████████	████████	████████	████████
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████
[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Helena MT

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	26,378	26,642	26,908	27,177	27,449
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	██	██	██	██	██
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	██	██	██	██	██
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	.	████	████	████	████
[36]	LIL Gross Adds	████	████	.	.	.
[37]	LIL Disconnects	██	██	██	██	██
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	██	██	██	██	██
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	.	████	████	████	████
[44]	LIL Gross Adds	██	██	██	██	██
[45]	LIL Disconnects	██	██	██	██	██
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	██	██	██	██	██
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	.	████	████	████	████
[52]	LIL Gross Adds	██	██	██	██	██
[53]	LIL Disconnects	██	██	██	██	██
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	██	██	██	██	██
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	.	████	████	████	████
[60]	LIL Gross Adds	██	██	██	██	██
[61]	LIL Disconnects	██	██	██	██	██
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	██	██	██	██	██
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Helena MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

Profit & Loss (\$k) - With LIL

Revenue:

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████

LIL Revenue:

[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	███	███	███	███	███

[71] Total Revenue	████	████	████	████	████
---------------------------	------	------	------	------	------

Expenses:

[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████

[76] Total Direct Margin	████	████	████	████	████
--------------------------	------	------	------	------	------

[77] Total Direct Margin %	████	████	████	████	████
----------------------------	------	------	------	------	------

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario	███	███	███	███	███
[79] Incremental SAC with LIL	███	███	███	███	███
[80] Total SAC Costs	████	████	████	████	████

[81] Backhaul Expenses	███	███	███	███	███
-------------------------------	-----	-----	-----	-----	-----

[82] Box replacement costs	███	███	███	███	███
-----------------------------------	-----	-----	-----	-----	-----

[83] Total Expenses:	████	████	████	████	████
-----------------------------	------	------	------	------	------

[84] Cash Based OPBDA	████	████	████	████	████
------------------------------	------	------	------	------	------

[85] Cash Based OPBDA %	████	████	████	████	████
--------------------------------	------	------	------	------	------

Helena MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Alpena MI

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	18,139	18,320	18,504	18,689	18,876
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Alpena MI

EchoStar does not and will not provide local-into-local

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	18,139	18,320	18,504	18,689	18,876
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	██	██	██	██	██
[27]	Disconnects	██	██	██	██	██
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	██	██	██	██	██
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	.	██	██	██	██
[36]	LIL Gross Adds	██	██	.	.	.
[37]	LIL Disconnects	██	██	██	██	██
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	.	██	██	██	██
[44]	LIL Gross Adds	██	██	██	██	██
[45]	LIL Disconnects	██	██	██	██	██
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	.	██	██	██	██
[52]	LIL Gross Adds	██	██	██	██	██
[53]	LIL Disconnects	.	██	██	██	██
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	.	██	██	██	██
[60]	LIL Gross Adds	██	██	██	██	██
[61]	LIL Disconnects	██	██	██	██	██
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Alpena MI

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 2

Profit & Loss (\$k) - With LIL

Revenue:

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████

LIL Revenue:

[67] Existing Cutomers Upgrade	██	██	██	██	██
--------------------------------	----	----	----	----	----

[68] Baseline Gross Adds Sell-in	█	█	█	█	█
----------------------------------	---	---	---	---	---

[69] Additional to Baseline Gross Adds	█	█	█	█	█
--	---	---	---	---	---

[70] Total LIL Revenue	██	██	██	██	██
------------------------	----	----	----	----	----

[71] Total Revenue	████	████	████	████	████
---------------------------	------	------	------	------	------

Expenses:

[72] Programming Costs	████	████	████	████	████
------------------------	------	------	------	------	------

[73] Bad Debt	█	█	█	█	█
---------------	---	---	---	---	---

[74] Customer related	█	█	█	█	█
-----------------------	---	---	---	---	---

[75] Total Direct costs	████	████	████	████	████
-------------------------	------	------	------	------	------

[76] Total Direct Margin	████	████	████	████	████
--------------------------	------	------	------	------	------

[77] Total Direct Margin %	████	████	████	████	████
----------------------------	------	------	------	------	------

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario	██	██	██	██	██
--	----	----	----	----	----

[79] Incremental SAC with LIL	██	██	██	██	██
-------------------------------	----	----	----	----	----

[80] Total SAC Costs	██	██	██	██	██
----------------------	----	----	----	----	----

[81] Backhaul Expenses	██	██	██	██	██
-------------------------------	----	----	----	----	----

[82] Box replacement costs	██	██	█	█	█
-----------------------------------	----	----	---	---	---

[83] Total Expenses:	████	████	████	████	████
-----------------------------	------	------	------	------	------

[84] Cash Based OPBDA	██	██	██	██	██
------------------------------	----	----	----	----	----

[85] Cash Based OPBDA %	████	████	████	████	████
--------------------------------	------	------	------	------	------

Alpena MI

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

North Platte NE

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	██████	██████	██████	██████	██████
[2]	Beginning Customers	██████	██████	██████	██████	██████
[3]	Gross Adds	██████	██████	██████	██████	██████
[4]	Disconnects	██████	██████	██████	██████	██████
[5]	Ending Customers	██████	██████	██████	██████	██████
[6]	Average Customers (2 pt avg)	██████	██████	██████	██████	██████
[7]	Ending DIRECTV Market Share	██████	██████	██████	██████	██████
[8]	Disconnect Rate	██████	██████	██████	██████	██████
[9]	Average Gross Adds per Month	██████	██████	██████	██████	██████
[10]	Gross Add Rate	██████	██████	██████	██████	██████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	██████	██████	██████	██████	██████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	██████	██████	██████	██████	██████

Expenses:

[14]	Programming Costs	██████	██████	██████	██████	██████
[15]	Bad Debt	██████	██████	██████	██████	██████
[16]	Customer related	██████	██████	██████	██████	██████
[17]	Total Direct costs	██████	██████	██████	██████	██████
[18]	Total Direct Margin	██████	██████	██████	██████	██████
[19]	Total Direct Margin %	██████	██████	██████	██████	██████
[20]	SAC Costs - No LIL	██████	██████	██████	██████	██████
[21]	Total Expenses:	██████	██████	██████	██████	██████
[22]	Cash Based OPBDA	██████	██████	██████	██████	██████
[23]	Cash Based OPBDA %	██████	██████	██████	██████	██████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

North Platte NE

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	16,012	16,172	16,334	16,497	16,662
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	██	██	██	██	██
[27]	Disconnects	██	██	██	██	██
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	██	██	██	██	██
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	.	██	██	██	██
[36]	LIL Gross Adds	██	██	.	.	.
[37]	LIL Disconnects	██	██	██	██	██
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	.	██	██	██	██
[44]	LIL Gross Adds	██	██	██	██	██
[45]	LIL Disconnects	██	██	██	██	██
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	.	██	██	██	██
[52]	LIL Gross Adds	██	██	██	██	██
[53]	LIL Disconnects	██	██	██	██	██
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	.	██	██	██	██
[60]	LIL Gross Adds	██	██	██	██	██
[61]	LIL Disconnects	██	██	██	██	██
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

North Platte NE

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	██	██	██	██	██
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

North Platte NE

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Glendive MT

EchoStar does not and will not provide local-into-local

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	5,157	5,209	5,261	5,313	5,366
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Glendive MT

EchoStar does not and will not provide local-into-local

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	5,157	5,209	5,261	5,313	5,366
[25]	Beginning Customers	█	█	█	█	█
[26]	Gross Adds	█	█	█	█	█
[27]	Disconnects	█	█	█	█	█
[28]	Ending Customers	█	█	█	█	█
[29]	Average Customers (2 pt avg)	█	█	█	█	█
[30]	Ending Penetration	█	█	█	█	█
[31]	Disconnect Rate	█	█	█	█	█
[32]	Average Gross Adds per Month	█	█	█	█	█
[33]	Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	█	█	█	█	█
[35]	LIL Beginning Customers	█	█	█	█	█
[36]	LIL Gross Adds	█	█	█	█	█
[37]	LIL Disconnects	█	█	█	█	█
[38]	Ending Customers	█	█	█	█	█
[39]	Average Customers (2 pt avg)	█	█	█	█	█
[40]	LIL Penetration	█	█	█	█	█
[41]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	█	█	█	█	█
[43]	LIL Beginning Customers	█	█	█	█	█
[44]	LIL Gross Adds	█	█	█	█	█
[45]	LIL Disconnects	█	█	█	█	█
[46]	Ending Customers	█	█	█	█	█
[47]	Average Customers (2 pt avg)	█	█	█	█	█
[48]	LIL Penetration	█	█	█	█	█
[49]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	█	█	█	█	█
[51]	LIL Beginning Customers	█	█	█	█	█
[52]	LIL Gross Adds	█	█	█	█	█
[53]	LIL Disconnects	█	█	█	█	█
[54]	Ending Customers	█	█	█	█	█
[55]	Average Customers (2 pt avg)	█	█	█	█	█
[56]	LIL Penetration	█	█	█	█	█
[57]	Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58]	Total Customers + Lift	█	█	█	█	█
[59]	LIL Beginning Customers	█	█	█	█	█
[60]	LIL Gross Adds	█	█	█	█	█
[61]	LIL Disconnects	█	█	█	█	█
[62]	Ending Customers	█	█	█	█	█
[63]	Average Customers (2 pt avg)	█	█	█	█	█
[64]	LIL Penetration	█	█	█	█	█
[65]	Disconnect Rate	█	█	█	█	█

Glendive MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Glendive MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Notes to Appendix N: DMA-Specific Worksheets

- [35] Zero for Year 2 because model assumes that DIRECTV begins to offer LIL in Year 2. Beginning customers for subsequent years equals the previous year's ending customers (LIL Lift from No LIL scenario).
- [36] Represents customers who had DIRECTV before LIL is offered and who will add LIL service after it is offered. Equal to the Beginning Customers No LIL for Year 2 multiplied by the Percentage of Existing Customers adding LIL within 2 Years, and is split across Years 2 and 3. This is based on historical information about the number of existing subscribers who took local-into-local within 2 years from DIRECTV. The lift from the original base of customers (DIRECTV subscribers before LIL offered) only occurs in the first year of providing LIL service. The assumption that all of the existing DIRECTV subscriber LIL Gross Adds occur in Years 2 and 3 is consistent with how Conversion Costs are assessed in the model (also split across Years 2 and 3). See [82].
- [37] See [27]: $[35] * (12 * [41]) + ([36] / 2) * (12 * [41])$. $((\text{Beginning Customers} * (12 * \text{Disconnect})) + ((\text{Gross Adds} / 2) * (12 * \text{Disconnect})))$
- [38] $[35] + [36] - [37]$. (Beginning Customers + Gross Adds - Disconnects)
- [39] $([38] + [35]) / 2$. $((\text{Beginning Customers} + \text{Ending Customers}) / 2)$
- [40] Number of pre-local-into-local-launch DIRECTV customers taking local-into-local service as a percentage of total DIRECTV subscribers in each year: $[38] / [34]$. (Ending Customers / Total Customers + Lift.)
- [41] See [31].
- [42] See [34].
- [43] Zero for Year 2 because model assumes that DIRECTV begins to offer LIL in Year 2. Beginning customers for subsequent years equals the previous year's ending customers (LIL Sell-in New Customers No LIL).
- [44] Represents customers that DIRECTV would have gained regardless of launching LIL. Equal to Average Gross Adds per Month With LIL * 12 * LIL sell-in rate new customers once LIL is offered. The value in year 2 is halved because of the assumption that DIRECTV will begin providing the service in the middle of the year.
- [45] $[43] * (12 * [49]) + ([44] / 2) * (12 * [49])$. $((\text{Beginning Customers} * (12 * \text{Disconnect})) + ((\text{Gross Adds} / 2) * (12 * \text{Disconnect})))$
- [46] $[43] + [44] - [45]$. (Beginning Customers + Gross Adds - Disconnects)
- [47] $([43] + [46]) / 2$. $((\text{Beginning Customers} + \text{Ending Customers}) / 2)$
- [48] Number of baseline gross adds to DIRECTV taking local-into-local service as a percentage of total DIRECTV subscribers in each year: $[46] / [42]$. (Ending Customers / Total Customers + Lift.)
- [49] See [31].
- [50] See [34].
- [51] Zero for Year 2 because model assumes that DIRECTV begins to offer LIL in Year 2. Beginning customers for subsequent years equals the previous year's ending customers (LIL Sell-in New Customers Lift from No LIL).
- [52] Represents the additional customers DIRECTV would gain after offering LIL above and beyond their historical baseline gross adds for each DMA. Equal to LIL sell-in rate to additional customers once LIL is offered * (Average Gross Adds per Month With LIL - Average Gross Adds per Month No LIL) * 12. Year 2 is halved because model assumes LIL begins in the middle of Year 2.
- [53] $[51] * (12 * [57]) + ([52] / 2) * (12 * [57])$. $((\text{Beginning Customers} * (12 * \text{Disconnect})) + ((\text{Gross Adds} / 2) * (12 * \text{Disconnect})))$
- [54] $[51] + [52] - [53]$. (Beginning Customers + Gross Adds - Disconnects)
- [55] $([54] + [51]) / 2$. $((\text{Beginning Customers} + \text{Ending Customers}) / 2)$
- [56] $[54] / [50]$. (Ending Customers / Total Customers + Lift.)
- [57] See [31].
- [58] See [34].
- [59] Equal to $[35] + [43] + [51]$. (LIL Beginning Customers (LIL Lift from No LIL) + LIL Beginning Customers (LIL Sell-in New Customers No LIL) + LIL Beginning Customers (LIL Sell-in New Customers Lift from No LIL).)
- [60] Equal to $[36] + [44] + [52]$. (LIL Gross Adds (LIL Lift from No LIL) + LIL Gross Adds (LIL Sell-in New Customers No LIL) + LIL Gross Adds (LIL Sell-in New Customers Lift from No LIL).)
- [61] Equal to $[37] + [45] + [53]$. (LIL Disconnects (LIL Lift from No LIL) + LIL Disconnects (LIL Sell-in New Customers No LIL) + LIL Disconnects (LIL Sell-in New Customers Lift from No LIL).)
- [62] $[59] + [60] - [61]$. (Beginning Customers + Gross Adds - Disconnects)
- [63] $([59] + [62]) / 2$. $((\text{Beginning Customers} + \text{Ending Customers}) / 2)$
- [64] Percentage of DIRECTV subscribers who take local-into-local via satellite: $[62] / [58]$. (Ending Customers / Total Customers + Lift.)