

Binghamton NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

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NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

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[88] Cash Flows-No LIL

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[89] Incr/(Decr) from No LIL

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[90] NPV without Terminal Value

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[91] IRR

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[92] Terminal Value

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[93] Cash Flows with Terminal Value

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[94] NPV with Terminal Value

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[95] IRR

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Appendix P

REDACTED – FOR PUBLIC INSPECTION

Biloxi-Gulfport MS

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	138,813	140,201	141,603	143,019	144,449
[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 %	██████████	██████████	██████████	██████████	██████████

Biloxi-Gulfport MS

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

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	██████	██████	██████	██████	██████
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 %	███	███	███	███	███

Biloxi-Gulfport MS

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EchoStar will provide local-into-local in advance of DIRECTV

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					

Hattiesburg-Laurel MS

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	107,509	108,584	109,670	110,767	111,874
[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 %	████████	████████	████████	████████	████████

Hattiesburg-Laurel MS

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

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

[71] Total Revenue

[71] Total Revenue	██████	██████	██████	██████	██████
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Expenses:

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

[76] Total Direct Margin

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

[77] Total Direct Margin %	████	████	████	████	████
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SAC Costs with LIL:

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

[81] Backhaul Expenses

[81] Backhaul Expenses	██	██	██	██	██
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[82] Box replacement costs

[82] Box replacement costs	██	██	██	██	██
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[83] Total Expenses:

[83] Total Expenses:	████	████	████	████	████
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[84] Cash Based OPBDA

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

[85] Cash Based OPBDA %	████	████	████	████	████
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Hattiesburg-Laurel MS

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

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					

Appendix P

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	103,463	104,498	105,543	106,598	107,664
[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 %	██████████	██████████	██████████	██████████	██████████

Yuma AZ

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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 %	████████	████████	████████	████████	████████

Yuma AZ

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 8

	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 P

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	109,114	110,205	111,307	112,420	113,544
[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 %	██████████	██████████	██████████	██████████	██████████

Utica NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

Profit & Loss (\$k) - With LIL

Revenue:

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	\$12,917	\$14,443	\$16,228	\$17,871	\$19,501

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

[71] Total Revenue	█	█	█	█	█
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Expenses:

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

[76] Total Direct Margin

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

[77] Total Direct Margin %	█	█	█	█	█
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SAC Costs with LIL:

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

[81] Backhaul Expenses

[81] Backhaul Expenses	█	█	█	█	█
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[82] Box replacement costs

[82] Box replacement costs	█	█	█	█	█
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[83] Total Expenses:

[83] Total Expenses:	█	█	█	█	█
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[84] Cash Based OPBDA

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

[85] Cash Based OPBDA %	█	█	█	█	█
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Utica NY

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	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 P

REDACTED – FOR PUBLIC INSPECTION

Elmira NY

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	97,743	98,720	99,708	100,705	101,712
[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 %	██████████	██████████	██████████	██████████	██████████

Elmira NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

Profit & Loss (\$k) - With LIL

	Year 2	Year 3	Year 4	Year 5	Year 6
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 %	██████████	██████████	██████████	██████████	██████████

Elmira NY

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	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					

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REDACTED – FOR PUBLIC INSPECTION

Jackson TN

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	69,525	70,220	70,922	71,632	72,348
[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 P

REDACTED – FOR PUBLIC INSPECTION

Jackson TN

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	69,525	70,220	70,922	71,632	72,348
[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	████	████	████	████	████

Jackson TN

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
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 %	██████	██████	██████	██████	██████

Jackson TN

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	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]				