

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of

Annual Assessment of the Status of
Competition in the Market for the
Delivery of Video Programming

MB Docket No. 07-269

SUPPLEMENTAL COMMENTS OF DIRECTV, INC.

DIRECTV, Inc. submits these comments in response to the Commission's Supplemental Notice of Inquiry soliciting updated data and information as of June 30, 2009 for its report on the status of competition in the market for delivery of video programming.¹ As DIRECTV explained in its initial filing, it strives to offer the best television experience possible even as it faces substantial competition in the video distribution marketplace and regulations that disadvantage DBS providers.² In the past year, DIRECTV has continued to increase its subscribership, add innovative services, and expand its programming options – all while maintaining an extremely competitive price structure.

In these comments, DIRECTV provides updated information regarding the number of subscribers served and the programming and other services that it offers. DIRECTV also updates its filing regarding the number of markets in which it provides

¹ See *Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming*, Supplemental Notice of Inquiry, MB Docket No. 07-269 (rel. Apr. 9, 2009) (“Supplemental NOI”).

² See generally *Comments of DIRECTV, Inc.*, MB Docket No. 07-269 (filed May 20, 2009) (“DIRECTV Comments”).

local-into-local service, including the number of markets where local channels are offered in high definition.

I. DIRECTV's Subscribership Has Continued to Increase.

As DIRECTV explained in its opening comments, its subscribership has increased since the Commission's last report to Congress.³ DIRECTV continued this trend in 2009. For the most recent data available as of March 31, 2009, DIRECTV served approximately 18.1 million subscribers.⁴ This number represents an increase of six percent over the 17.04 million subscribers served as of March 31, 2008,⁵ and an increase of almost thirteen percent over the 16.2 million subscribers served as of March 31, 2007.⁶

DIRECTV's increase in subscribers is attributable, in part, to the high quality customer experience DIRECTV continues to provide.⁷ In May 2009, DIRECTV received the highest scores for customer satisfaction among all cable and satellite TV providers on the American Customer Satisfaction Index ("ACSI").⁸ This was the ninth straight year that DIRECTV has outscored its cable competitors.⁹ In addition, DIRECTV improved its ranking score by over four percent from last year.¹⁰ DIRECTV's ACSI index score of 71 was the highest on the list: 8 points higher than the cable and satellite TV average, 12

³ *Id.* at 2-3.

⁴ The DIRECTV Group, Inc., United States Security and Exchange Commission, Form 10-Q at 27 (May 8, 2009).

⁵ *See* The DIRECTV Group Announces First Quarter 2009 Results (May 7, 2009), at <http://dtv.client.shareholder.com/releasedetail.cfm?ReleaseID=382409>.

⁶ The DIRECTV Group, Inc., United States Security and Exchange Commission, Form 10-Q at 23 (May 10, 2007).

⁷ *See* DIRECTV Comments at 3.

⁸ The American Consumer Satisfaction Index, Scores by Industry, Cable and Satellite TV, at http://www.theacsi.org/index.php?option=com_content&task=view&id=147&Itemid=155&i=Cable+%26+Satellite+TV.

⁹ *Id.*

¹⁰ *Id.*

points higher than Comcast and Time Warner, and 20 points higher than Charter Communications.¹¹

II. DIRECTV Has Added Additional Innovative Services.

The Commission seeks updated information on advanced services offered by MVPDs, including interactive programming guides and video on demand features.¹² DIRECTV continues to improve upon the advanced interactive services offered to its subscribers.¹³ For example, DIRECTV has made it easier for subscribers to access digital video recorder (“DVR”) features remotely via mobile devices or web browsers to select programs for later viewing. DIRECTV recently offered a DVR Scheduler for the iPhone and iPod Touch, which subscribers downloaded over 100,000 times just days after it was released.¹⁴ Future versions of DIRECTV’s mobile applications will provide content recommendations and ratings as well as streaming of show and movie trailers.

In addition, DIRECTV recently augmented its advanced interactive channel lineup to include the ScoreGuide™ feature.¹⁵ ScoreGuide displays an on-screen lineup of sporting events already in progress, as well as upcoming events. This feature allows subscribers to monitor one or more games in progress while watching the channel of their choice, and tune to specific sporting events by clicking one button on their remote.

DIRECTV also has expanded its DIRECTV on Demand service, introduced in 2007. The DIRECTV on Demand service now offers subscribers over 7,000 movies,

¹¹ *Id.*

¹² Supplemental NOI ¶¶ 13-18.

¹³ *See* DIRECTV Comments at 5-6.

¹⁴ *See* Press Release, DIRECTV, DIRECTV DVR Scheduler for iPhone(TM) Downloaded over 100,000 Times in First Four Days (Apr. 7, 2009) at <http://www.directv.com/DTVAPP/global/article.jsp?assetId=P5630030>.

¹⁵ *See* DIRECTV: ScoreGuide, at <http://www.directv.com/DTVAPP/global/article.jsp?assetId=P5680056>.

shows, sports, and other content via the subscriber's broadband connection. The DIRECTV on Demand video library also contains over 30 high-definition pay-per-view movies presented in 1080p resolution, the highest resolution available to consumers and the same format used by Blu-Ray Discs.¹⁶

III. DIRECTV Continues to Offer Compelling Programming Options.

The Commission seeks updated information programming carried by MVPDs, specifically including availability of HD programming.¹⁷ As of the end of last year, DIRECTV offered more than 2,000 digital video and audio channels to its subscribers, including:

- Approximately 200 basic entertainment channels;
- 40 premium movie channels;
- Over 50 regional and specialty sports networks;
- Over 1,500 local channels in the aggregate;
- Over 125 Spanish and other foreign language special interest channels;
- Over 31 pay-per-view movie and event choices; and
- Approximately 130 national high-definition ("HD") channels.¹⁸

A. DIRECTV Programming packages.

DIRECTV continues to offer compelling programming packages at competitive rates. These offers currently include the following rates and packages:

- The DIRECTV Family™ package, priced at \$29.99, with over 50 digital channels, including 4 satellite radio channels, and local channels where available;¹⁹

¹⁶ See Press Release, DIRECTV Now Offers the Largest Selection of 1080p Movies (Apr. 15, 2009) at <http://www.directv.com/DTVAPP/global/article.jsp?assetId=P5680002>.

¹⁷ Supplemental NOI ¶¶ 11-12.

¹⁸ See The DIRECTV Group, Inc., United States Security and Exchange Commission, Form 10-K at 3-4 (filed Feb. 27, 2009). Although DIRECTV distributes over 1,500 local channels, a subscriber generally receives only the local channels in that subscriber's home market.

¹⁹ See Exhibit 1, 2009 DIRECTV Family™ Package.

- The DIRECTV Choice™ package, priced at \$34.99 per month for 12 months, with over 150 channels, including 50 satellite radio channels, and local channels where available;²⁰
- The DIRECTV Choice Xtra™ package, priced at \$39.99 per month for 12 months, with over 200 channels, including all the channels available in the Choice™ package and 50 additional cable network and digital music channels;²¹ and
- The DIRECTV Premier™ package, priced at \$88.99 per month for 12 months, with over 265 channels (including 31 premium movie channels) and included DVR service.²²

In addition, DIRECTV offers the DIRECTV MÁS™ package for Spanish-speaking households, which currently include the following rates and packages:

- The ÓPTIMO MÁS™ package, priced at \$29.99 per month for the first 12 months, with more than 105 channels, including 50 Spanish-language channels;²³
- The MÁS ULTRA™ package, priced at \$39.99 per month for the first 12 months, with over 210 channels, including all the channels in the ÓPTIMO MÁS package;²⁴ and
- The LO MÁXIMO™ package, priced at \$91.99 per month for the first 12 months, with over 275 channels, including 31 premium movie channels and 35 specialty sports networks.²⁵

B. Local-into-Local Carriage.

DIRECTV currently offers local-into-local service in 151 television markets across the country, covering nearly 95 percent of the nation's television households. In June 2009, DIRECTV offered HD local-into-local service in 126 of these markets,

²⁰ See Exhibit 2, 2009 DIRECTV Choice™ Programming Package.

²¹ See Exhibit 3, 2009 DIRECTV Choice Xtra™ Programming Package.

²² See Exhibit 4, 2009 DIRECTV Premier™ Programming Package.

²³ See Exhibit 5, 2009 ÓPTIMO MÁS™ Programming Package.

²⁴ See Exhibit 6, 2009 MÁS ULTRA™ Programming Package.

²⁵ See Exhibit 7, 2009 LO MÁXIMO™ Programming Package.

representing more than 89 percent of the nation's television households.²⁶ As DIRECTV has explained, the Commission's rules sensibly recognize the technical and capacity challenges that DBS operators face when retransmitting the signals of thousands of local broadcast stations by providing a phased-in carriage requirement for broadcasters' HD signals on a per-market basis.²⁷ These rules give DBS providers the flexibility needed to bring more local content to consumers notwithstanding the unique technical limitations satellite carriers face.

²⁶ DIRECTV Delivers Local HD Programming to Customers in Odessa-Midland, Texas (May 20, 2009) at <http://dtv.client.shareholder.com/releasedetail.cfm?ReleaseID=385429>.

²⁷ See DIRECTV Comments at 11-12 (citing *Carriage of Digital Television Broadcast Signals Amendment to Part 76 of the Commission's Rules; Implementation of the Satellite Home Viewer Improvement Act of 1999: Local Broadcast Signal Carriage Issues and Retransmission Consent Issues*, Second Report and Order, Memorandum Opinion and Order, and Second Further Notice Of Proposed Rulemaking, 23 FCC Rcd. 5351 (2008)).

IV. Conclusion.

DIRECTV has continued to expand its subscribership, programming options, and innovative services, all while maintaining an extremely competitive price structure and the highest levels of customer service. It has done so despite facing regulatory obstacles not encountered by other MVPDs and increasing competition from emerging video providers. As DIRECTV explained in its initial comments, the Commission must remain watchful to deter exercises of market power and local regulatory authority that could compromise more vibrant competition and meaningful consumer choice in video programming services.

Respectfully submitted,

/s/

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July 29, 2009

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Exhibit 1

Just Added! The Best Offer Ever

Get 5 Months FREE of Our Best TV Package

INCLUDES
265+
CHANNELS!

▼ Select the PREMIER™ package

WHEN YOU BUY NFL SUNDAY TICKET™. NEW CUSTOMERS ONLY. OFFER ENDS 9/30/09.

Great Offers for New Customers

Already a Customer? [Login](#) to make changes to your package.

the FAMILY™ package

\$29⁹⁹ mo
EVERYDAY LOW PRICE

50+ digital channels [Select](#)

Entertainment for the Whole Family

▼ Package Features ► Channels ► HD Channels

Entertainment for the whole family for an everyday low price

- Over 50 all-digital channels
- Local channels included at no extra charge*
- No equipment to buy or startup costs
- Satellite music channels included

*Eligibility based on service address.

▲ close

the CHOICE™ package

SAVE \$21 PER MONTH

\$34⁹⁹ mo
FOR 12 MONTHS

150+ digital channels [Select](#)

Over 100 MORE Channels than the FAMILY™ package for Just \$5 More

► Package Features ► Channels ► HD Channels

the CHOICE XTRA™ package

SAVE \$21 PER MONTH

\$39⁹⁹ mo
FOR 12 MONTHS

200+ digital channels [Select](#)

50 more channels than CHOICE™. **FREE** HD DVR receiver upgrade.

► Package Features ► Channels ► HD Channels

the CHOICE XTRA™ +DVR package

SAVE \$21 PER MONTH

\$44⁹⁹ mo
FOR 12 MONTHS

200+ digital channels [Select](#)

FREE DVR Receiver Upgrade + DVR Service Included

► Package Features ► Channels ► HD Channels

the CHOICE XTRA™ +HD package

SAVE \$21 PER MONTH

\$49⁹⁹ mo
FOR 12 MONTHS

200+ digital channels [Select](#)

FREE HD Receiver Upgrade + HD Access Included

► Package Features ► Channels ► HD Channels

the CHOICE XTRA™ +HD DVR package

SAVE \$21 PER MONTH

\$54⁹⁹ mo
FOR 12 MONTHS

200+ digital channels [Select](#)

FREE HD DVR Receiver Upgrade. HD Access & DVR Service Included.

► Package Features ► Channels ► HD Channels

the PREMIER™ package

5 MONTHS FREE
WHEN YOU BUY NFL SUNDAY TICKET™ FOR \$59.99/MO. FOR 5 MONTHS.

265+ digital channels [Select](#)

Every Premium Channel. **FREE** HD DVR Receiver Upgrade.

► Package Features ► Channels ► HD Channels

OTHER GREAT OFFERS

Save **\$21** a month for 12 months
on CHOICE™ and CHOICE XTRA™

LOCK IN YOUR PRICE FOR ONE FULL YEAR

WITH DIRECTV VALUE COMES STANDARD

FREE HD, DVR or HD DVR advanced receiver upgrade
See individual packages for details

FREE Standard Professional Installation for up to 4 rooms

FREE Handling - \$20 Value ONLINE ONLY!

Local channels included* AT NO EXTRA CHARGE!



*ELIGIBILITY BASED ON SERVICE ADDRESS.



FAMILY™ package
50+ digital channels

Print channels for ZIP Code 20009

PRINT

NATIONALS

BYU TV	374	EWTN	370	Hope	368	PBS Kids Sprout	295
Bloomberg Television	353	Fit TV	261	LinkTV	375	QVC	317
CSPAN 1	350	Food Network	231	N	303	RFD TV	345
CSPAN 2	351	GOD TV	365	NASA TV	283	ShopNBC	316
Christian Television Network (CTN)	376	GemsTV	233	NRB	378	TCT Network	377
DIY Network	230	Gospel Music Channel	338	National Geographic Channel	276	The Word Network	373
Daystar	369	HITN	438	Nickelodeon (East)	299	Trinity Broadcasting Network (TBN)	372
Discovery Kids	294	Hallmark Channel	312	Nickelodeon (West)	300	V-me	440
Disney Channel (East)	290	Headline News	204	Nicktoons Network	302	Weather Channel	362
Disney Channel (West)	291	Home & Garden Television (HGTV)	229	Noggin	298		
Disney XD	292	Home Shopping Network	240	ONCE México	415		

SATELLITE RADIO

XM: Kids Place Live	868	XM: Praise	827	XM: Radio Disney	867	XM: The Message	826
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LOCALS

DC14 (Univ)	14	DC4 (NBC)	4	DC56	56	WDCW (CW)	50
DC20 (MNT)	20	DC42 (PBS)	42	DC7 (ABC)	7	WMPT	22
DC26 (PBS)	26	DC47 (Telefutur a)	47	DC9 (CBS)	9		
DC32 (PBS)	32	DC5 (FOX)	5	ION	66		

Exhibit 2

Just Added! The Best Offer Ever

Get 5 Months FREE of Our Best TV Package

INCLUDES
265+
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\$29⁹⁹
mo

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PER
MONTH

\$34⁹⁹
mo

FOR 12 MONTHS

150+ digital channels

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Over 100 MORE Channels than the FAMILY™ package for Just \$5 More

▼ Package Features ▶ Channels ▶ HD Channels

The TV package that beats cable

- Over 150 all-digital channels
- Local channels included at no extra charge*
- Satellite music channels included
- No equipment to buy or startup costs
- Save \$21/month for one full year off the regular price of \$55.99/month

INCLUDES

- 100 MORE Channels than the FAMILY™ package
- FREE HD or DVR receiver upgrade — online only!

Offers end 9/30/09 and are based on approved credit; credit card required. Price reflects a \$16 bill credit per month for 12 months after online or mail-in rebate, plus an additional \$5 bill credit per month for 12 months when you register account on directv.com. Valid email address is required. New

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the **CHOICE XTRA™** package

SAVE
\$21
PER
MONTH

\$39⁹⁹
mo

FOR 12 MONTHS

200+ digital channels

Select

50 more channels than CHOICE™. FREE HD DVR receiver upgrade.

▶ Package Features ▶ Channels ▶ HD Channels

the **CHOICE XTRA™ + DVR** package

SAVE
\$21
PER
MONTH

\$44⁹⁹
mo

FOR 12 MONTHS

200+ digital channels

Select

FREE DVR Receiver Upgrade + DVR Service Included

▶ Package Features ▶ Channels ▶ HD Channels

the **CHOICE XTRA™ + HD** package

SAVE
\$21
PER
MONTH

\$49⁹⁹
mo

FOR 12 MONTHS

200+ digital channels

Select

FREE HD Receiver Upgrade + HD Access Included

▶ Package Features ▶ Channels ▶ HD Channels

the **CHOICE XTRA™ + HD DVR** package

SAVE
\$21
PER
MONTH

\$54⁹⁹
mo

FOR 12 MONTHS

200+ digital channels

Select

FREE HD DVR Receiver Upgrade, HD Access & DVR Service Included.

▶ Package Features ▶ Channels ▶ HD Channels

OTHER GREAT OFFERS

Save **\$21** a month for 12 months
on CHOICE™ and CHOICE XTRA™

LOCK IN YOUR PRICE FOR
ONE FULL YEAR

WITH DIRECTV VALUE COMES STANDARD

FREE HD, DVR or HD DVR advanced receiver upgrade
See individual packages for details

FREE Standard Professional Installation for up to 4 rooms

FREE Handling - \$20 Value ONLINE ONLY!

Local channels included*
AT NO EXTRA CHARGE!



*ELIGIBILITY BASED ON SERVICE ADDRESS.



CHOICE™ package

150+ digital channels

Print channels for ZIP Code 20009

PRINT

NATIONALS

A&E	265	Discovery Kids	294	History Channel	269	SOAPnet	262
ABC Family	311	Disney Channel (East)	290	Home & Garden Television (HGTV)	229	ShopNBC	316
American Movie Classics (AMC)	254	Disney Channel (West)	291	Home Shopping Network	240	Spike	241
Animal Planet	282	Disney XD	292	Hope	368	Syfy Channel	244
BBC America	264	E! Entertainment	236	ION Television	305	TBS	247
BYU TV	374	ESPN	206	Independent Film Channel (IFC)	550	TCT Network	377
Big Ten Network	610	ESPN2	209	Jewelry Television	313	TNT	245
Black Entertainment Television (BET)	329	ESPNEWS	207	Lifetime	252	TV Guide Network	237
Bloomberg Television	353	EWTN	370	Lifetime Movie Network	253	TV Land	304
Bravo	273	FX	248	LinkTV	375	TV One	328
CMT	327	Fine Living	232	MLB Network	213	The 101" HD	101
CNBC	355	Fit TV	261	MSNBC	356	The Learning Channel	280
CNBC World	357	Food Network	231	MTV	331	The World Network	373
CNN	202	Fox News Channel	360	MTV2	333	Travel Channel	277
CSPAN 1	350	Fuse	339	N	303	Trinity Broadcasting Network (TBN)	372
CSPAN 2	351	GOD TV	365	NASA TV	283	TruTV	246
Cartoon Network (East)	296	GSN, the network for games	309	NFL Network	212	Turner Classic Movies (TCM)	256
Cartoon Network (West)	297	Galavision	404	NRB	378	USA Network	242
Christian Television Network (CTN)	376	GemsTV	233	Nickelodeon (East)	299	Univision	402
Church Channel	371	Gospel Music Channel	338	Nickelodeon (West)	300	V-me	440
Comedy Central	249	HD Theater	281	Noggin	298	VH1	335
Current TV	358	HDNet	306	ONCE México	415	WE: Women's Entertainment	260
Daystar	369	HITN	438	QVC	317	Weather Channel	362
Discovery Channel	278	Hallmark Channel	312	RFD TV	345	World Harvest Television	367
Discovery Health	279	Headline News	204	ReelzChannel	238		

PREMIUMS

ESPN U	609				
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REGIONAL SPORT NETWORKS

Comcast SportsNet Mid-Atlantic	642	Mid-Atlantic Sports Network	640		
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SATELLITE RADIO

Sonic: Hurbano	875	XM: Deep Tracks	840	XM: Sirius XM Love	819	XM: The Highway	825
Sonic: Latin Contemporary	871	XM: Escape	820	XM: Sirius XM Pops	866	XM: The Joint	863
Sonic: Latin Jazz	879	XM: Heart & Soul	843	XM: Soul Town	842	XM: The Loft	836
Sonic: Musica De Las Americas	872	XM: Hip Hop Nation	847	XM: Spa	856	XM: The Message	826
Sonic: Rock en Espanol	878	XM: Lithium	838	XM: Symphony Hall	864	XM: The Pulse	818
Sonic: Salsa	874	XM: Octane	835	XM: The 40s	801	XM: The Spectrum	832
XM: Alt. Nation	834	XM: Outlaw Country	810	XM: The 50s	802	XM: The System	860
XM: Area	858	XM: Pop2K	817	XM: The 60s	803	XM: Top 20 on 20	816
XM: BPM	859	XM: Praise	827	XM: The 70s	804	XM: Watercolors	851
XM: Bluegrass Junction	812	XM: Prime Country	809	XM: The 80s	805	XM: Willie's Place	811
XM: Bluesville	854	XM: Real Jazz	850	XM: The 90s	806	XM: World Zone	862
XM: Cinemagic	822	XM: Roadhouse	808	XM: The Blend	821		
XM: Classic Vinyl	833	XM: Sirius XM Chill	857	XM: The Bridge	849		

LOCALS

DC14 (Univ)	14	DC4 (NBC)	4	DC56	56	WDCW (CW)	50
DC20 (MNT)	20	DC42 (PBS)	42	DC7 (ABC)	7	WMPT	22

7/28/2009

DIRECTV

DC26 (PBS)	HD 26	DC47 (Telefutura)	47	DC9 (CBS)	HD 9
DC32 (PBS)	32	DC5 (FOX)	HD 5	ION	66

Exhibit 3

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INCLUDES
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\$29.99
mo

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50+ digital channels

Entertainment for the Whole Family

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Package Features Channels HD Channels

the **CHOICE™** package

SAVE \$21 PER MONTH

\$34.99
mo

FOR 12 MONTHS

150+ digital channels

Over 100 MORE Channels than the FAMILY™ package for Just \$5 More

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Package Features Channels HD Channels

the **CHOICE XTRA™** package

SAVE \$21 PER MONTH

\$39.99
mo

FOR 12 MONTHS

200+ digital channels

50 more channels than CHOICE™. **FREE** HD DVR receiver upgrade.

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Package Features Channels HD Channels

More channels, movies and value

- Over 200 all-digital channels
- Local channels included at no extra charge*
- Satellite music channels included
- No equipment to buy or startup costs
- Save \$21/month for one full year off the regular price of \$60.99/month

INCLUDES

- 50 MORE Channels than the CHOICE™ package
- FREE** HD, DVR or HD DVR receiver upgrade – up to \$199 value

Offers end 9/30/09 and are based on approved credit; credit card required. Price reflects a \$16 bill credit per month for 12 months after online or mail-in rebate, plus an additional \$5 bill credit per month for 12 months when you register account on directv.com. Valid email address is required. New customers only. (Lease required. Must maintain programming, DVR Service and/or HD Access.) Lease fee \$5/mo. for 2nd and each additional receiver. See offer details. *Reliability based on provider.

close

the **CHOICE XTRA™+DVR** package

SAVE \$21 PER MONTH

\$44.99
mo

FOR 12 MONTHS

200+ digital channels

FREE DVR Receiver Upgrade + DVR Service Included

Select

Package Features Channels HD Channels

the **CHOICE XTRA™+HD** package

SAVE \$21 PER MONTH

\$49.99
mo

FOR 12 MONTHS

200+ digital channels

FREE HD Receiver Upgrade + HD Access Included

Select

Package Features Channels HD Channels

the **CHOICE XTRA™+HD DVR** package

SAVE \$21 PER MONTH

\$54.99
mo

FOR 12 MONTHS

200+ digital channels

FREE HD DVR Receiver Upgrade. HD Access & DVR Service Included.

Select

Package Features Channels HD Channels

the **PREMIER™** package

5 MONTHS FREE

WHEN YOU BUY NFL SUNDAY TICKET™ FOR \$59.99/MO. FOR 5 MONTHS

265+ digital channels

Every Premium Channel. **FREE** HD DVR Receiver Upgrade.

Select

Package Features Channels HD Channels

OTHER GREAT OFFERS

Save **\$21** a month for 12 months
on CHOICE™ and CHOICE XTRA™

LOCK IN YOUR PRICE FOR
ONE FULL YEAR

WITH DIRECTV VALUE COMES STANDARD

FREE HD, DVR or HD DVR advanced receiver upgrade
See individual packages for details

FREE Standard Professional Installation for up to 4 rooms

FREE Handling - \$20 Value ONLINE ONLY!

Local channels included* AT NO EXTRA CHARGE!



*RELIABILITY BASED ON SERVICE ADDRESS.



CHOICE XTRA™ package
200+ digital channels

Print channels for ZIP Code 20009

PRINT

NATIONALS

A&E	HD 265	E! Entertainment	236	Hope	368	Science Channel	HD 284
ABC Family	HD 311	ESPN	HD 206	ION Television	305	ShopNBC	316
American Movie Classics (AMC)	254	ESPN Classic Sports	208	Independent Film Channel (IFC)	550	Sleuth	308
Animal Planet	HD 282	ESPN2	HD 209	Investigation Discovery (ID)	285	Speed Channel	HD 607
BBC America	264	ESPNEWS	HD 207	Jewelry Television	313	Spike	HD 241
BET Jazz	330	EWTN	370	Lifetime	252	Style	HD 235
BYU TV	374	FX	HD 248	Lifetime Movie Network	253	Syfy Channel	HD 244
Big Ten Network	HD 610	Fine Living	232	LinkTV	375	TBS	HD 247
Biography Channel	HD 266	Fit TV	261	Logo	272	TCT Network	377
Black Entertainment Television (BET)	329	Food Network	HD 231	MLB Network	HD 213	TNT	HD 245
Bloomberg Television	353	Fox Business Network	HD 359	MSNBC	356	TV Guide Network	237
Bravo	HD 273	Fox Movie Channel	258	MTV	HD 331	TV Land	304
CMT	HD 327	Fox News Channel	360	MTV2	333	TV One	328
CNBC	HD 355	Fox Reality	250	Military Channel	287	Tennis Channel	HD 217
CNBC World	357	Fuel	HD 618	N	303	The 101" HD	101
CNN	HD 202	Fuse	339	NASA TV	283	The Learning Channel	HD 280
CSPAN 1	350	G4	354	NFL Network	HD 212	The Sportsman Channel	605
CSPAN 2	351	GOD TV	365	NHL Network	HD 215	The World Network	373
Cartoon Network (East)	HD 296	GSN, the network for games	309	NRB	378	Travel Channel	277
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Chiller	257	GemsTV	233	Nickelodeon (East)	HD 299	TruTV	246
Christian Television Network (CTN)	376	Golf Channel	218	Nickelodeon (West)	300	Turner Classic Movies (TCM)	256
Church Channel	371	Gospel Music Channel	338	Nicktoons Network	302	USA Network	HD 242
Comedy Central	249	Great American Country	326	Noggin	298	Univision	402
Current TV	358	HD Theater	HD 281	ONCE México	415	V-me	440
DIY Network	230	HDNet	HD 306	Ovation TV	274	VH1	HD 335
Daystar	369	HITN	438	Oxygen	251	VH1 Classic	337
Discovery Channel	HD 278	Hallmark Channel	312	PBS Kids Sprout	295	Versus	603
Discovery Health	279	Headline News	204	Planet Green	HD 286	Versus HD	HD 604
Discovery Kids	294	History Channel	HD 269	QVC	317	WE: Women's Entertainment	260
Discovery Channel (East)	HD 290	History International	271	RFD TV	345	WGN America	307
Disney Channel (West)	291	Home & Garden Television (HGTV)	HD 229	ReelzChannel	238	Weather Channel	HD 362
Disney XD	HD 292	Home Shopping Network	240	SOAPnet	262	World Harvest Television	367

PREMIUMS

ESPN U	609		
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REGIONAL SPORT NETWORKS

Comcast SportsNet Mid-Atlantic	HD 642	Mid-Atlantic Sports Network	HD 640
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SATELLITE RADIO

Sonic: Hurbano	875	XM: Enlighten	828	XM: Sirius XM Chill	857	XM: The Heat	825
Sonic: Latin Contemporary	871	XM: Escape	820	XM: Sirius XM Love	819	XM: The Highway	825
Sonic: Latin Jazz	879	XM: Hair Nation	829	XM: Sirius XM Pops	866	XM: The Joint	863
Sonic: Musica De Las Americas	872	XM: Heart & Soul	843	XM: Sirius XM U	831	XM: The Loft	836
Sonic: Rock en Espanol	878	XM: Hip Hop Nation	847	XM: Soul Town	842	XM: The Message	826
Sonic: Salsa	874	XM: Kids Place Live	868	XM: Spa	856	XM: The Pulse	818
XM: 1st Wave	839	XM: Liquid Metal - XL	841	XM: Symphony Hall	864	XM: The Spectrum	832
XM: Alt. Nation	834	XM: Lithium	838	XM: The 40s	801	XM: The System	860
XM: Area	858	XM: Octane	835	XM: The 50s	802	XM: The Village	813
XM: BPM	859	XM: On Broadway	823	XM: The 60s	803	XM: Top 20 on 20	816
XM: Bluegrass Junction	812	XM: Outlaw Country	810	XM: The 70s	804	XM: U-Pop	824
XM: Bluesville	854	XM: Pop2K	817	XM: The 80s	805	XM: Watercolors	851
XM: Boneyard	830	XM: Praise	827	XM: The 90s	806	XM: Willie's Place	811

7/28/2009

DIRECTV

SATELLITE RADIO							
XM: Cinemagic	822	XM: Prime Country	809	XM: The Blend	821	XM: World Zone	862
XM: Classic Rewind	837	XM: Radio Disney	867	XM: The Bridge	849		
XM: Classic Vinyl	833	XM: Real Jazz	850	XM: The Coffeehouse	848		
XM: Deep Tracks	840	XM: Roadhouse	808	XM: The Groove	844		
LOCALS							
DC14 (Univ)	14	DC4 (NBC)	 4	DC56	56	WDCW (CW)	 50
DC20 (MNT)	 20	DC42 (PBS)	42	DC7 (ABC)	 7	WMPT	22
DC26 (PBS)	 26	DC47 (Telefutura)	47	DC9 (CBS)	 9		
DC32 (PBS)	32	DC5 (FOX)	 5	ION	66		

Exhibit 4

Just Added! The Best Offer Ever

Get 5 Months FREE of Our Best TV Package

Select the PREMIER™ package

INCLUDES
265+
CHANNELS!

WHEN YOU BUY NFL SUNDAY TICKET™. NEW CUSTOMERS ONLY. OFFER ENDS 9/30/09.

Great Offers for New Customers

Already a Customer? [Login](#) to make changes to your package.

the **FAMILY™** package

\$29⁹⁹
mo

EVERYDAY LOW PRICE

50+ digital channels

Entertainment for the Whole Family

Select

Package Features Channels HD Channels

the **CHOICE™** package

SAVE \$21 PER MONTH

\$34⁹⁹
mo

FOR 12 MONTHS

150+ digital channels

Over 100 MORE Channels than the FAMILY™ package for Just \$5 More

Select

Package Features Channels HD Channels

the **CHOICE XTRA™** package

SAVE \$21 PER MONTH

\$39⁹⁹
mo

FOR 12 MONTHS

200+ digital channels

50 more channels than CHOICE™. **FREE** HD DVR receiver upgrade.

Select

Package Features Channels HD Channels

the **CHOICE XTRA™+DVR** package

SAVE \$21 PER MONTH

\$44⁹⁹
mo

FOR 12 MONTHS

200+ digital channels

FREE DVR Receiver Upgrade + DVR Service Included

Select

Package Features Channels HD Channels

the **CHOICE XTRA™+HD** package

SAVE \$21 PER MONTH

\$49⁹⁹
mo

FOR 12 MONTHS

200+ digital channels

FREE HD Receiver Upgrade + HD Access Included

Select

Package Features Channels HD Channels

the **CHOICE XTRA™+HD DVR** package

SAVE \$21 PER MONTH

\$54⁹⁹
mo

FOR 12 MONTHS

200+ digital channels

FREE HD DVR Receiver Upgrade. HD Access & DVR Service Included.

Select

Package Features Channels HD Channels

the **PREMIER™** package

5 MONTHS FREE

WHEN YOU BUY NFL SUNDAY TICKET™ FOR \$59.99/MO. FOR 5 MONTHS

265+ digital channels

Every Premium Channel. **FREE** HD DVR Receiver Upgrade.

Select

Package Features Channels HD Channels

Get the works with our best TV package

- Over 265 all-digital channels
- Every premium movie channel: 7 HBO® channels, 12 Starz® channels, 9 SHOWTIME® channels, 3 Cinemax® channels
- Over 35 specialty sports networks, including CBS College Sports, Go!TV, YES Network and many more
- FREE** HD DVR upgrade and 5 months **FREE** DVR service
- Get every NFL game every Sunday with NFL

INCLUDES

- FREE** 66+ premium movie and sports channels

HBO 7 CHS starz 12 CHS SHOWTIME 9 CHS

cineMAX 3 CHS SPORTS PACK 35+ CHS

- FREE** HD DVR receiver upgrade – \$199 value!
- 5 months of DVR service

close

OTHER GREAT OFFERS

Save **\$21** a month for 12 months on CHOICE™ and CHOICE XTRA™

LOCK IN YOUR PRICE FOR **ONE FULL YEAR**

WITH DIRECTV VALUE COMES STANDARD

FREE HD, DVR or HD DVR advanced receiver upgrade
See individual packages for details

FREE Standard Professional Installation for up to 4 rooms

FREE Handling - \$20 Value ONLINE ONLY!

Local channels included* AT NO EXTRA CHARGE!



ELIGIBILITY BASED ON SERVICE ADDRESS.



PREMIER™ package
265+ digital channels

Print channels for ZIP Code 20009

PRINT

NATIONALS

A&E	HD 265	E! Entertainment	236	ION Television	305	Sleuth	308
ABC Family	HD 311	ESPN	HD 206	Independent Film Channel (IFC)	550	Speed Channel	HD 607
Altitude Sports and Entertainment	HD 681	ESPN Classic Sports	208	Investigation Discovery (ID)	285	Spike	HD 241
American Movie Classics (AMC)	254	ESPN2	HD 209	Jewelry Television	313	Style	235
Animal Planet	HD 282	ESPNEWS	HD 207	Lifetime	252	Syfy Channel	HD 244
BBC America	264	EWTN	370	Lifetime Movie Network	253	TBS	HD 247
BET Jazz	330	FX	HD 248	LinkTV	375	TCT Network	377
BYU TV	374	Fine Living	232	Logo	272	TNT	HD 245
Big Ten Network	HD 610	Fit TV	261	MLB Network	HD 213	TV Guide Network	237
Biography Channel	HD 266	Food Network	HD 231	MSNBC	356	TV Land	304
Black Entertainment Television (BET)	329	Fox Business Network	HD 359	MTV	HD 331	TV One	328
Bloomberg Television	353	Fox Movie Channel	258	MTV2	333	Tennis Channel	HD 217
Bravo	HD 273	Fox News Channel	360	Military Channel	287	The 101" HD	101
CMT	HD 327	Fox Reality	250	N	303	The Learning Channel	HD 280
CNBC	HD 355	Fuel	HD 618	NASA TV	283	The Sportsman Channel	605
CNBC World	357	Fuse	339	NFL Network	HD 212	The World Network	373
CNN	HD 202	G4	354	NHL Network	HD 215	Travel Channel	277
CSPAN 1	350	GOD TV	365	NRB	378	Trinity Broadcasting Network (TBN)	372
CSPAN 2	351	GSN, the network for games	309	National Geographic Channel	HD 276	TruTV	246
Cartoon Network (East)	HD 296	Galavision	404	Nickelodeon (East)	HD 299	Turner Classic Movies (TCM)	256
Cartoon Network (West)	297	GemsTV	233	Nickelodeon (West)	300	USA Network	HD 242
Chiller	257	Golf Channel	218	Nicktoons Network	302	Univision	402
Christian Television Network (CTN)	376	Gospel Music Channel	338	Noggin	298	V-me	440
Church Channel	371	Great American Country	326	ONCE México	415	VH1	HD 335
Comedy Central	249	HD Theater	HD 281	Ovation TV	274	VH1 Classic	337
Current TV	358	HDNet	HD 306	Oxygen	251	Versus	603
DIY Network	230	HITN	438	PBS Kids Sprout	295	Versus HD	HD 604
Daystar	369	Hallmark Channel	312	Planet Green	HD 286	WE: Women's Entertainment	260
Discovery Channel	HD 278	Headline News	204	QVC	317	WGN America	307
Discovery Health	279	History Channel	HD 269	RFD TV	345	Weather Channel	HD 362
Discovery Kids	294	History International	271	ReelzChannel	238	World Harvest Television	367
Disney Channel (East)	HD 290	Home & Garden Television (HGTV)	HD 229	SOAPnet	262		
Disney Channel (West)	291	Home Shopping Network	240	Science Channel	HD 284		
Disney XD	HD 292	Hope	368	ShopNBC	316		

PREMIUMS

CBS College Sports	HD 613	FSN Cincinnati	638	GoTV	620	SHOWTIME Extreme	HD 542
Cinemax East	HD 512	FSN Cincinnati HD	HD 661	HBO (East)	HD 501	SHOWTIME Showcase	HD 539
Cinemax West	HD 514	FSN Detroit	636	HBO (West)	HD 504	SportSouth	HD 649
Comcast SportsNet Bay Area HD	696	FSN Detroit HD	HD 663	HBO 2 (East)	502	SportsNet New York	HD 639
Comcast SportsNet California HD	698	FSN Florida	HD 654	HBO 2 (West)	505	SportsTime Ohio	HD 662
Comcast SportsNet Chicago HD	665	FSN Midwest	HD 671	HBO Family (East)	507	Starz (East)	HD 520
Comcast SportsNet Mid-Atlantic	HD 642	FSN North	HD 668	HBO Family (West)	508	Starz (West)	HD 521
Comcast SportsNet New England HD	HD 630	FSN Northwest	HD 687	HBO Signature	503	Starz Comedy HD	HD 519
ESPN U	609	FSN Ohio	HD 660	MSG PLUS	HD 635	Starz Edge HD	HD 522
Encore (East)	526	FSN Pittsburgh	HD 659	Madison Square Garden (MSG)	634	Starz InBlack	523
Encore (West)	527	FSN Prime Ticket	HD 694	Mid Atlantic Sports Network	HD 640	Starz Kids & Family HD	HD 518
Encore Action	532	FSN Rocky Mountain	HD 683	MoreMAX	513	Sun Sports	HD 653
Encore Drama	531	FSN South	HD 646	NBA TV	HD 216	Sundance Channel	549
Encore Love	528	FSN Southwest	HD 676	New England Sports Network	HD 628	TVG - The Interactive Horseracing Network	626

PREMIUMS							
Encore Mystery	530	FSN West	HD 692	Outdoor Channel	606	The MTN	616
Encore Wam	533	Flix	547	SHOWTIME	HD 537	The Movie Channel (West)	545
Encore Westerns	529	Fox Soccer Channel	619	SHOWTIME (West)	HD 540	The Movies Channel HD	HD 544
FSN Arizona	HD 686	Fox Sports en Espanol	624	SHOWTIME 2	HD 538	YES Network	HD 631
REGIONAL SPORT NETWORKS							
Comcast SportsNet Mid-Atlantic	HD 642	Mid-Atlantic Sports Network	HD 640				
SATELLITE RADIO							
Sonic: Hurbano	875	XM: Enlighten	828	XM: Sirius XM Chill	857	XM: The Heat	825
Sonic: Latin Contemporary	871	XM: Escape	820	XM: Sirius XM Love	819	XM: The Highway	825
Sonic: Latin Jazz	879	XM: Hair Nation	829	XM: Sirius XM Pops	866	XM: The Joint	863
Sonic: Musica De Las Americas	872	XM: Heart & Soul	843	XM: Sirius XM U	831	XM: The Loft	836
Sonic: Rock en Espanol	878	XM: Hip Hop Nation	847	XM: Soul Town	842	XM: The Message	826
Sonic: Salsa	874	XM: Kids Place Live	868	XM: Spa	856	XM: The Pulse	818
XM: 1st Wave	839	XM: Liquid Metal - XL	841	XM: Symphony Hall	864	XM: The Spectrum	832
XM: Alt. Nation	834	XM: Lithium	838	XM: The 40s	801	XM: The System	860
XM: Area	858	XM: Octane	835	XM: The 50s	802	XM: The Village	813
XM: BPM	859	XM: On Broadway	823	XM: The 60s	803	XM: Top 20 on 20	816
XM: Bluegrass Junction	812	XM: Outlaw Country	810	XM: The 70s	804	XM: U-Pop	824
XM: Bluesville	854	XM: Pop2K	817	XM: The 80s	805	XM: Watercolors	851
XM: Boneyard	830	XM: Praise	827	XM: The 90s	806	XM: Willie's Place	811
XM: Cinemagic	822	XM: Prime Country	809	XM: The Blend	821	XM: World Zone	862
XM: Classic Rewind	837	XM: Radio Disney	867	XM: The Bridge	849		
XM: Classic Vinyl	833	XM: Real Jazz	850	XM: The Coffeehouse	848		
XM: Deep Tracks	840	XM: Roadhouse	808	XM: The Groove	844		
LOCALS							
DC14 (Univ)	14	DC4 (NBC)	HD 4	DC56	56	WDCW (CW)	HD 50
DC20 (MNT)	HD 20	DC42 (PBS)	42	DC7 (ABC)	HD 7	WMPT	22
DC26 (PBS)	HD 26	DC47 (Telefutera)	47	DC9 (CBS)	HD 9		
DC32 (PBS)	32	DC5 (FOX)	HD 5	ION	66		

Exhibit 5

Just Added! The Best Offer Ever

Get 5 Months FREE of Our Best TV Package

Select the LO MAXIMO™ package

INCLUDES
275+
CHANNELS!

WHEN YOU BUY NFL™ SUNDAY TICKET™. NEW CUSTOMERS ONLY. OFFER ENDS 9/30/09.

Great Offers for New Customers

Already a Customer? [Login](#) to make changes to your package.

OPTIMO MÁS™ package

SAVE
\$15
PER
MONTH

\$29.99
mo
FOR 12 MONTHS

155+ digital channels

Local channels included at no extra charge

Select

Package Features Channels HD Channels

Save \$15 per month for one full year (regularly \$44.99/mo).

- Over 50 Spanish-language channels*
- Over 105 English-language channels
- Local channels included at no extra charge†
- Satellite music channels included
- No equipment to buy or startup costs

Offer ends 9/30/09 and is based on approved credit; credit card required. Price reflects a \$15 bill credit per month for 12 months after online or mail-in rebate. New customers only (Lease required. Must maintain programming, DVR Service and/or HD Access). Lease fee \$5/mo. for 2nd and each additional receiver. See offer details. *Includes English-language broadcast channels. †Eligibility based on service address.

close

OPTIMO MÁS™ +DVR package

SAVE
\$15
PER
MONTH

\$34.99
mo
FOR 12 MONTHS

155+ digital channels

FREE SHOWTIME & FREE DVR receiver upgrade

Select

Package Features Channels HD Channels

MÁS ULTRA™ package

SAVE
\$18
PER
MONTH

\$39.99
mo
FOR 12 MONTHS

170+ digital channels

FREE premium movie channels. FREE HD DVR receiver upgrade.

Select

Package Features Channels HD Channels

LO MAXIMO™ package

5 MONTHS FREE

WHEN YOU BUY NFL SUNDAY TICKET™
FOR \$59.99/MO. FOR 5 MONTHS

275+ digital channels

Every Premium Channel. FREE HD DVR Receiver Upgrade.

Select

Package Features Channels HD Channels

OTHER GREAT OFFERS

Save up to **\$18** a month for 12 months

LOCK IN YOUR PRICE FOR
ONE FULL YEAR

WITH DIRECTV
VALUE COMES STANDARD

FREE HD, DVR or HD DVR advanced receiver upgrade
See individual packages for details

FREE Standard Professional Installation for up to 4 rooms

FREE Handling - \$20 Value ONLINE ONLY!

Local channels included* AT NO EXTRA CHARGE!



*ELIGIBILITY BASED ON SERVICE ADDRESS.



OPTIMO MÁS™ package

150+ digital channels

Print channels for ZIP Code 20009

PRINT

EN ESPAÑOL

Azteca America	441	DIRECTV The 101*	101	HITN-TV	461	Telemundo (Este)	406
Azteca Mexico	442	Discovery Familia	436	Latinoamerica TV	430	Telemundo (Oeste)	407
CNN en Español	419	Discovery en Español	413	MEGA TV	405	Television Dominicana	434
Caracol TV	417	Disney XD	292	MTV TR3S	416	Television Española (TVE) Internacional	460
Cartoon Network (Este)	296	ESPN Deportes	432	Mun2	410	Téléfe Internacional	411
Cartoon Network (Oeste)	297	Ecuavisa Internacional	438	ONCE México	415	TyC Sports	427
Centroamérica	428	Foot School TV	433	Sur Peru	439	Univision (Este)	402
Cine Estelar	422	Fox Sports en Español	425	TV Chile	437	Univision (Oeste)	403
Cine Latino	423	Galavision	404	TV Venezuela	409	V-me	440
Cine Nostalgia	424	GoTV	426	Telecentro	429	WAPA America	414

NATIONALS

A&E	265	Daystar	369	History Channel	269	ONCE México	415
ABC Family	311	Discovery Channel	278	Home Shopping Network	240	QVC	317
American Movie Classics (AMC)	254	Disney Channel (East)	290	Hope	368	ShopNBC	316
Animal Planet	282	Disney Channel (West)	291	Jewelry Television	313	TBS	247
BYU TV	374	Disney XD	292	Lifetime	252	TCT Network	377
Bravo	273	E! Entertainment	236	LinkTV	375	TNT	245
CNN	202	EWTN	370	MTV	331	The 101* HD	101
CSPAN 1	350	Food Network	231	NASA TV	283	The World Network	373
CSPAN 2	351	GOD TV	365	NRB	378	Trinity Broadcasting Network (TBN)	372
Cartoon Network HD	296	GemsTV	233	Nickelodeon (East)	299	Univision	402
Christian Television Network (CTN)	376	Gospel Music Channel	338	Nickelodeon (West)	300	V-me	440
Church Channel	371	Headline News	204	Noggin	298	World Harvest Television	367

SATELLITE RADIO

Sonic: Carnaval Brasileiro	877	XM: Cinemagic	822	XM: Radio Disney	867	XM: The Coffeehouse	848
Sonic: Fiesta Tropical	870	XM: Classic Rewind	837	XM: Real Jazz	850	XM: The Groove	844
Sonic: Hurbano	875	XM: Classic Vinyl	833	XM: Roadhouse	808	XM: The Heat	825
Sonic: Latin Contemporary	871	XM: Deep Tracks	840	XM: Sirius XM Chill	857	XM: The Highway	825
Sonic: Latin Jazz	879	XM: Enlighten	828	XM: Sirius XM Love	819	XM: The Joint	863
Sonic: Mariachi	876	XM: Escape	820	XM: Sirius XM Pops	866	XM: The Loft	836
Sonic: Musica De Las Americas	872	XM: Hair Nation	829	XM: Sirius XM U	831	XM: The Message	826
Sonic: Regional Mexican	873	XM: Heart & Soul	843	XM: Soul Town	842	XM: The Pulse	818
Sonic: Rock en Espanol	878	XM: Hip Hop Nation	847	XM: Spa	856	XM: The Spectrum	832
Sonic: Salsa	874	XM: Kids Place Live	868	XM: Symphony Hall	864	XM: The System	860
XM: 1st Wave	839	XM: Liquid Metal - XL	841	XM: The 40s	801	XM: The Village	813
XM: Alt. Nation	834	XM: Lithium	838	XM: The 50s	802	XM: Top 20 on 20	816
XM: Area	858	XM: Octane	835	XM: The 60s	803	XM: U-Pop	824
XM: BPM	859	XM: On Broadway	823	XM: The 70s	804	XM: Watercolors	851
XM: Bluegrass Junction	812	XM: Outlaw Country	810	XM: The 80s	805	XM: Willie's Place	811
XM: Bluesville	854	XM: Pop2K	817	XM: The 90s	806	XM: World Zone	862
XM: Boneyard	830	XM: Praise	827	XM: The Blend	821		
XM: Caliente	869	XM: Prime Country	809	XM: The Bridge	849		

LOCALS

DC14 (Univ)	14	DC4 (NBC)	4	DC56	56	WDCW (CW)	50
DC20 (MNT)	20	DC42 (PBS)	42	DC7 (ABC)	7	WMPT	22
DC26 (PBS)	26	DC47 (Telefutura)	47	DC9 (CBS)	9		
DC32 (PBS)	32	DC5 (FOX)	5	ION	66		

Exhibit 6

Just Added! The Best Offer Ever

Get 5 Months FREE of Our Best TV Package

INCLUDES
275+
CHANNELS!

▼ Select the LO MAXIMO™ package

WHEN YOU BUY NFL™ SUNDAY TICKET(™). NEW CUSTOMERS ONLY. OFFER ENDS 9/30/09.

Great Offers for New Customers

Already a Customer? [Login](#) to make changes to your package.

OPTIMO MÁS™ package

SAVE \$15 PER MONTH

\$29⁹⁹ /mo

FOR 12 MONTHS

155+ digital channels

Local channels included at no extra charge

Select

▶ Package Features ▶ Channels ▶ HD Channels

OPTIMO MÁS™ +DVR package

SAVE \$15 PER MONTH

\$34⁹⁹ /mo

FOR 12 MONTHS

155+ digital channels

FREE SHOWTIME[®], FREE DVR receiver upgrade.

Select

▶ Package Features ▶ Channels ▶ HD Channels

MÁS ULTRA™ package

SAVE \$18 PER MONTH

\$39⁹⁹ /mo

FOR 12 MONTHS

170+ digital channels

FREE premium movie channels, FREE HD DVR receiver upgrade.

Select

▶ Package Features ▶ Channels ▶ HD Channels

Save \$18 per month for one full year (regularly \$57.99/mo).

- Over 50 Spanish-language channels*
- Over 120 English-language channels
- Local channels included at no extra charge†
- Satellite music channels included
- No equipment to buy or startup costs

INCLUDES

■ FREE HD DVR Receiver Upgrade - \$199.00 value!

■ FREE for 3 months! 28 premium movie channels



Offer ends 9/30/09 and is based on approved credit; credit card required. Price reflects an \$18 bill credit per month for 12 months after online or mail-in rebate. New customers only. (Restr. required.)

▲ close

LO MAXIMO™ package

5 MONTHS FREE

WHEN YOU BUY NFL SUNDAY TICKET™ FOR \$59.99/MO. FOR 5 MONTHS

275+ digital channels

Every Premium Channel, FREE HD DVR Receiver Upgrade.

Select

▶ Package Features ▶ Channels ▶ HD Channels

OTHER GREAT OFFERS

Save up to **\$18** a month for 12 months

LOCK IN YOUR PRICE FOR **ONE FULL YEAR**

WITH DIRECTV VALUE COMES STANDARD

FREE HD, DVR or HD DVR advanced receiver upgrade
See individual packages for details

FREE Standard Professional Installation for up to 4 rooms

FREE Handling - \$20 Value ONLINE ONLY!

Local channels included* AT NO EXTRA CHARGE!



*ELIGIBILITY BASED ON SERVICE ADDRESS.



MÁS ULTRA™ package
170+ digital channels

Print channels for ZIP Code 20009

PRINT

EN ESPAÑOL

Azteca America	441	Discovery en Español	413	MEXICANAL	412	Telemundo (Oeste)	407
Azteca Mexico	442	ESPN Deportes	432	MTV TR3S	416	Television Dominicana	434
CNN en Español	419	Ecuavisa Internacional	438	Mexico 22	418	Television Española (TVE)	460
Caracol TV	417	Foot School TV	433	Mun2	410	Internacional	
Cartoon Network (Este)	296	Fox Sports en Español	425	ONCE México	415	Teléfe Internacional	411
Cartoon Network (Oeste)	297	Galavisión	404	SUR México	420	TyC Sports	427
Centroamérica	428	Go!TV	426	Sur Peru	439	Univision (Este)	402
Cine Estelar	422	HITN-TV	461	TV Chile	437	Univision (Oeste)	403
Cine Latino	423	History en español -Elnus	443	TV Venezuela	409	V-me	440
Cine Nostalgia	424	Latinoamerica TV	430	Telecentro	429	WAPA America	414
Discovery Familia	436	MEGA TV	405	Telemundo (Este)	406		

NATIONALS

A&E	265	Discovery Channel	278	Home Shopping Network	240	ShopNBC	316
ABC Family	311	Disney Channel (East)	290	Hope	368	Speed Channel	607
Altitude Sports and Entertainment	681	Disney Channel (West)	291	Jewelry Television	313	Syfy Channel	244
American Movie Classics (AMC)	254	Disney XD	292	Lifetime	252	TBS	247
Animal Planet	282	E! Entertainment	236	LinkTV	375	TCT Network	377
BYU TV	374	EWTN	370	MSNBC	356	TNT	245
Bravo	273	FX	248	MTV	331	The 101™ HD	101
CNN	202	Food Network	231	NASA TV	283	The Learning Channel HD	280
CSPAN 1	350	GOD TV	365	NRB	378	The World Network	373
CSPAN 2	351	GemsTV	233	National Geographic Channel	276	Travel Channel	277
Cartoon Network HD	296	Gospel Music Channel	338	Nickelodeon (East)	299	Trinity Broadcasting Network (TBN)	372
Christian Television Network (CTN)	376	Headline News	204	Nickelodeon (West)	300	USA Network	242
Church Channel	371	History Channel	269	Noggin	298	Univision	402
Daystar	369	Home & Garden Television (HGTV)	229	QVC	317	World Harvest Television	367

PREMIUMS

Comcast SportsNet Bay Area HD	696	FSN Detroit HD	663	FSN Rocky Mountain	683	SportSouth	649
Comcast SportsNet Chicago HD	665	FSN Florida	654	FSN South	646	SportsNet New York	639
Comcast SportsNet Mid-Atlantic	642	FSN Midwest	671	FSN Southwest	676	SportsTime Ohio	662
Comcast SportsNet New England	620	FSN North	668	FSN West	692	Sun Sports	653
FSN Arizona	686	FSN Northwest	687	MSG PLUS	635	YES Network	631
FSN Cincinnati	638	FSN Ohio	660	Madison Square Garden (MSG)	634		
FSN Cincinnati HD	661	FSN Pittsburgh	659	Mid Atlantic Sports Network	640		
FSN Detroit	636	FSN Prime Ticket	694	New England Sports Network	628		

SATELLITE RADIO

Sonic: Carnaval Brasileiro	877	XM: Cinemagic	822	XM: Radio Disney	867	XM: The Coffeehouse	848
Sonic: Fiesta Tropical	870	XM: Classic Rewind	837	XM: Real Jazz	850	XM: The Groove	844
Sonic: Urbano	875	XM: Classic Vinyl	833	XM: Roadhouse	808	XM: The Heat	825
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Sonic: Mariachi	876	XM: Escape	820	XM: Sirius XM Pops	866	XM: The Loft	836
Sonic: Musica De Las Americas	872	XM: Hair Nation	829	XM: Sirius XM U	831	XM: The Message	826
Sonic: Regional Mexican	873	XM: Heart & Soul	843	XM: Soul Town	842	XM: The Pulse	818
Sonic: Rock en Espanol	878	XM: Hip Hop Nation	847	XM: Spa	856	XM: The Spectrum	832
Sonic: Salsa	874	XM: Kids Place Live	868	XM: Symphony Hall	864	XM: The System	860
XM: 1st Wave	839	XM: Liquid Metal - XL	841	XM: The 40s	801	XM: The Village	813
XM: Alt. Nation	834	XM: Lithium	838	XM: The 50s	802	XM: Top 20 on 20	816
XM: Area	858	XM: Octane	835	XM: The 60s	803	XM: U-Pop	824
		XM: On Broadway	823	XM: The 70s	804	XM: Watercolor s	851
		XM: Outlaw Country	810	XM: The 80s	805	XM: Willie's Place	811

7/28/2009

DIRECTV

XM: BPM	859			
XM: Bluegrass Junction	812			

7/28/2009

DIRECTV

SATELLITE RADIO							
XM: Bluesville	854	XM: Pop2K	817	XM: The 90s	806	XM: World Zone	862
XM: Boneyard	830	XM: Praise	827	XM: The Blend	821		
XM: Caliente	869	XM: Prime Country	809	XM: The Bridge	849		

LOCALS							
DC14 (Univ)	14	DC4 (NBC)	 4	DC56	56	WDCW (CW)	 50
DC20 (MNT)	 20	DC42 (PBS)	42	DC7 (ABC)	 7	WMPT	22
DC26 (PBS)	 26	DC47 (Telefutura)	47	DC9 (CBS)	 9		
DC32 (PBS)	32	DC5 (FOX)	 5	ION	66		

Exhibit 7

Just Added! The Best Offer Ever

Get 5 Months FREE of Our Best TV Package

INCLUDES
275+
CHANNELS!

▼ Select the LO MAXIMO™ package

WHEN YOU BUY NFL™ SUNDAY TICKET™. NEW CUSTOMERS ONLY. OFFER ENDS 9/30/09.

Great Offers for New Customers

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OPTIMO MÁS™ package

SAVE \$15 PER MONTH

\$29⁹⁹ /mo

FOR 12 MONTHS

155+ digital channels

Select

Local channels included at no extra charge

► Package Features ► Channels ► HD Channels

OPTIMO MÁS™ +DVR package

SAVE \$15 PER MONTH

\$34⁹⁹ /mo

FOR 12 MONTHS

155+ digital channels

Select

FREE SHOWTIME & FREE DVR receiver upgrade

► Package Features ► Channels ► HD Channels

MÁS ULTRA™ package

SAVE \$18 PER MONTH

\$39⁹⁹ /mo

FOR 12 MONTHS

170+ digital channels

Select

FREE premium movie channels. FREE HD DVR receiver upgrade.

► Package Features ► Channels ► HD Channels

LO MAXIMO™ package

5 MONTHS FREE

WHEN YOU BUY NFL SUNDAY TICKET™ FOR \$59.99/MO. FOR 5 MONTHS

275+ digital channels

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Every Premium Channel. FREE HD DVR Receiver Upgrade.

▼ Package Features ► Channels ► HD Channels

Get the works with our best TV package.

- Over 275 all-digital channels
- Every premium movie channel: 7 HBO® channels, 12 Starz® channels, 9 SHOWTIME® channels, 3 Cinemax® channels
- Over 35 specialty sports networks, including CBS College Sports, Go!TV, YES Network and many more
- FREE HD DVR upgrade and 5 months FREE DVR service

INCLUDES

- FREE 66+ premium movie and sports channels

HBO 7 CHS STARZ 12 CHS SHOWTIME 9 CHS

cinemax 3 CHS SPORTS PACK 35+ CHS

- FREE HD DVR receiver upgrade – \$199 value!

5 months of DVR service

close

OTHER GREAT OFFERS

Save up to **\$18** a month for 12 months

LOCK IN YOUR PRICE FOR **ONE FULL YEAR**

WITH DIRECTV VALUE COMES STANDARD

FREE HD, DVR or HD DVR advanced receiver upgrade
See individual packages for details

FREE Standard Professional Installation for up to 4 rooms

FREE Handling - \$20 Value ONLINE ONLY!

Local channels included* AT NO EXTRA CHARGE!



*ELIGIBILITY BASED ON SERVICE ADDRESS.



LO MAXIMO™ package
275+ digital channels

Print channels for ZIP Code 20009

PRINT

EN ESPAÑOL

Azteca America	441	Discovery Familia	436	Latinoamerica TV	430	Telecentro	429
Azteca Mexico	442	Discovery en Español	413	MEGA TV	405	Telemundo (Este)	406
CNN en Español	419	Disney XD	292	MEXICANAL	412	Telemundo (Oeste)	407
Caracol TV	417	ESPN Deportes	432	MTV TR3S	416	Television Dominicana	434
Cartoon Network (Este)	296	Ecuavisa Internacional	438	Mexico 22	418	Television Española (TVE)	460
Cartoon Network (Oeste)	297	Foot School TV	433	Mun2	410	Inter nacional	
Centroamérica	428	Fox Sports en Español	425	ONCE México	415	Télé Inter nacional	411
Cine Estelar	422	Galavisión	404	SUR Mexico	420	TyC Sports	427
Cine Latino	423	GoTV	426	Sur Peru	439	Univision (Este)	402
Cine Nostalgia	424	HITN-TV	461	TV Chile	437	Univision (Oeste)	403
DIRECTV The 101*	101	History en español - Elnus	443	TV Venezuela	409	V-me	440
						WAPA America	414

NATIONALS

A&E	265	Disney Channel (West)	291	Independent Film Channel (IFC)	550	Speed Channel	607
ABC Family	311	Disney XD	292	Investigation Discovery (ID)	285	Spike	241
Altitude Sports and Entertainment	681	E! Entertainment	236	Jewelry Television	313	Syfy Channel	244
American Movie Classics (AMC)	254	ESPN	206	Lifetime	252	TBS	247
Animal Planet	282	ESPNEWS	207	LinkTV	375	TCT Network	377
BET Jazz	330	EWTN	370	MSNBC	356	TNT	245
BYU TV	374	FX	248	MTV	331	TV Guide Network	237
Biography Channel	266	Fit TV	261	MTV2	333	TV Land	304
Black Entertainment Television (BET)	329	Food Network	231	Military Channel	287	The 101* HD	101
Bloomberg Television	353	Fox News Channel	360	N	303	The Learning Channel	280
Bravo	273	Fuel	618	NASA TV	283	The Word Network	373
CMT	327	GOD TV	365	NFL Network	212	Travel Channel	277
CNBC World	357	GemsTV	233	NRB	378	Trinity Broadcasting Network (TBN)	372
CNN	202	Golf Channel	218	National Geographic Channel	276	TruTV	246
CSPAN 1	350	Gospel Music Channel	338	Nickelodeon (East)	299	Turner Classic Movies (TCM)	256
CSPAN 2	351	Great American Country	326	Nickelodeon (West)	300	USA Network	242
Cartoon Network HD	296	HD Theater	281	Nicktoons Network	302	Univision	402
Christian Television Network (CTN)	376	HDNet	306	Noggin	298	V-me	440
Church Channel	371	Hallmark Channel	312	ONCE México	415	VH1	335
Comedy Central	249	Headline News	204	Oxygen	251	VH1 Classic	337
DIY Network	230	History Channel	269	PBS Kids Sprout	295	Versus	603
Daystar	369	History International	271	Planet Green	286	Versus HD	604
Discovery Channel	278	Home & Garden Television (HGTV)	229	QVC	317	WE: Women's Entertainment	260
Discovery Kids	294	Home Shopping Network	240	Science Channel	284	Weather Channel	362
Disney Channel (East)	290	Hope	368	ShopNBC	316	World Harvest Television	367

PREMIUMS

CBS College Sports	613	FSN Arizona	686	HBO (East)	501	SHOWTIME Showcase	539
Cinemax East	512	FSN Cincinnati	638	HBO (West)	504	SportsSouth	649
Cinemax West	514	FSN Cincinnati HD	661	HBO 2 (East)	502	SportsNet New York	639
Comcast SportsNet Bay Area HD	696	FSN Detroit	636	HBO 2 (West)	505	SportsTime Ohio	662
Comcast SportsNet California HD	698	FSN Detroit HD	663	HBO Family (East)	507	Starz (East)	520
Comcast SportsNet Chicago HD	665	FSN Florida	654	HBO Family (West)	508	Starz (West)	521
Comcast SportsNet Mid-Atlantic	642	FSN Midwest	671	HBO Signature	503	Starz Comedy HD	519
Comcast SportsNet New England	620	FSN North	668	MSG PLUS	635	Starz Edge HD	522
Comcast SportsNet New England HD	630	FSN Northwest	687	Madison Square Garden (MSG)	634	Starz InBlack	523
ESPN U	609	FSN Ohio	660	Mid Atlantic Sports Network	640	Starz Kids & Family HD	518
Encore (East)	526	FSN Pittsburgh	659	MoreMAX	513	Sun Sports	653
Encore (West)	527	FSN Prime Ticket	694	NBA TV	216	Sundance Channel	549

PREMIUMS							
Encore Action	532	FSN Rocky Mountain	HD 683	New England Sports Network	HD 628	TVG - The Interactive Horseracing Network	626
Encore Drama	531	FSN South	HD 646	Outdoor Channel	606	The MTN	616
Encore Love	528	FSN Southwest	HD 676	SHOWTIME	HD 537	The Movie Channel (West)	545
Encore Mystery	530	FSN West	HD 692	SHOWTIME (West)	HD 540	The Movies Channel HD	HD 544
Encore Wam	533	Flix	547	SHOWTIME 2	HD 538	YES Network	HD 631
Encore Westerns	529	Fox Soccer Channel	619	SHOWTIME Extreme	HD 542		
REGIONAL SPORT NETWORKS							
Comcast SportsNet Mid-Atlantic	HD 642	Mid-Atlantic Sports Network	HD 640				
SATELLITE RADIO							
Sonic: Carnaval Brasileiro	877	XM: Cinemagic	822	XM: Radio Disney	867	XM: The Coffeehouse	848
Sonic: Fiesta Tropical	870	XM: Classic Rewind	837	XM: Real Jazz	850	XM: The Groove	844
Sonic: Hurbano	875	XM: Classic Vinyl	833	XM: Roadhouse	808	XM: The Heat	825
Sonic: Latin Contemporary	871	XM: Deep Tracks	840	XM: Sirius XM Chill	857	XM: The Highway	825
Sonic: Latin Jazz	879	XM: Enlighten	828	XM: Sirius XM Love	819	XM: The Joint	863
Sonic: Mariachi	876	XM: Escape	820	XM: Sirius XM Pops	866	XM: The Loft	836
Sonic: Musica De Las Americas	872	XM: Hair Nation	829	XM: Sirius XM U	831	XM: The Message	826
Sonic: Regional Mexican	873	XM: Heart & Soul	843	XM: Soul Town	842	XM: The Pulse	818
Sonic: Rock en Espanol	878	XM: Hip Hop Nation	847	XM: Spa	856	XM: The Spectrum	832
Sonic: Salsa	874	XM: Kids Place Live	868	XM: Symphony Hall	864	XM: The System	860
XM: 1st Wave	839	XM: Liquid Metal - XL	841	XM: The 40s	801	XM: The Village	813
XM: Alt. Nation	834	XM: Lithium	838	XM: The 50s	802	XM: Top 20 on 20	816
XM: Area	858	XM: Octane	835	XM: The 60s	803	XM: U-Pop	824
XM: BPM	859	XM: On Broadway	823	XM: The 70s	804	XM: Watercolors	851
XM: Bluegrass Junction	812	XM: Outlaw Country	810	XM: The 80s	805	XM: Willie's Place	811
XM: Bluesville	854	XM: Pop2K	817	XM: The 90s	806	XM: World Zone	862
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DC32 (PBS)	32	DC5 (FOX)	HD 5	ION	66		