

EXHIBIT 3

**Examples of DirectTV's and Dish Network's
Advertising and Marketing Materials**



▶ Order now 1-888-475-0122

Get DIRECTV in Santa Barbara for the ultimate entertainment experience

YEAR END SAVINGS EVENT

LIMITED TIME!
SAVE AN EXTRA \$5 EVERY MONTH FOR 12 MONTHS
ENTERTAINMENT PACKAGE AND ABOVE.

[Offer Details](#)

[Phone & Internet Bundles](#) ▶

[Santa Barbara Sports](#) ▼

DIRECTV is Santa Barbara's undisputed sports leader, bar none.

Only DIRECTV has NFL SUNDAY TICKET MAX, the ONLY way you can see every out-of-market NFL game every Sunday.² Plus we offer ESPN GamePlan, the most PGA golf coverage, the most USTA tennis coverage, the most soccer... the list goes on. Whether you're a die-hard fan of the hometown favorites or love a team from another city, when it comes to sports, there's just no competition.³

[View All Packages](#)

Or Call now! 1-888-475-0122





Genie™ HD DVR 

DIRECTV Everywhere 

Sign up for DIRECTV in Santa Barbara

With access to more than 285 channels of the best entertainment on television, DIRECTV in Santa Barbara gives you access to the local news, information and programming you want to watch, over 195 full-time HD channels,* 3D programming, and the option to watch movies and shows on the go using your favorite mobile device.⁹ Sign up for DIRECTV in Santa Barbara today and see why we are America's #1 satellite TV. Don't just watch TV. DIRECTV.™

*To access DIRECTV HD programming, HD equipment required. Number of HD channels based on package selection.

Enjoy these Santa Barbara local TV channels included in every DIRECTV package.

Channels listed are available to residents within the 93101 zip code and limited surrounding area. To search for local channels based on service address please visit [here](#).

ALL PROGRAMMING SUBJECT TO CHANGE AT ANY TIME



Channel 12

KCOY



Channel 3

KEYT



Channel 24

KKFX



Channel 38

KPMR



Channel 6

KSBY



Channel 33

KTAS



Channel 65

PBS

DIRECTV
For Business

Get the resources you need
to grow your business.

[Learn More](#)

The advertisement features a black and white photograph of a group of people in a business meeting. One woman in the foreground is smiling and looking towards the camera, while others in the background have their hands raised in a celebratory gesture. The text is overlaid on the top left of the image.

Save an
EXTRA \$100 when
you are
referred by a friend

[Learn More](#)

The advertisement has a dark, textured background. The text is centered and uses a mix of fonts: "Save an" is in a script font, "EXTRA \$100" is in a large, bold, sans-serif font, and "when you are referred by a friend" is in a smaller script font. A "Learn More" button is located at the bottom left.

Pick your package and start enjoying the ultimate entertainment experience.

[View All Packages](#)

Get DIRECTV in cities near Santa Barbara

At DIRECTV, we don't just offer satellite TV in Santa Barbara – we offer the best TV entertainment experience nationwide. Choose another city in CA to learn more about phone and internet service partners, local channels, and regional sports networks DIRECTV offers near you.

Goleta, CA
San Buenaventura, CA

Port Hueneme, CA
Oxnard, CA
Santa Paula, CA
Camarillo, CA

Authorized DIRECTV Dealers near Santa Barbara

Want a local dealer to help you get the best in TV entertainment? Choose from our list of authorized DIRECTV dealers near Santa Barbara or visit DIRECTVDealers.com for more information.

 Southern California Communications (888) 927-2159	 G&I Enterprises (888) 707-2174	 Z & S Citygroup (888) 720-9413	 A & A Satellite (888) 709-5518	 Complex TV Network (888) 721-6761	 Marvel Communications (888) 745-6041
 Satellite Express (323) 274-2461	 USA Digital (888) 716-6076				

All DIRECTV offers require 24-month agreement.** Eligibility based on zip code. Offers extended to 2/5/14 and are based on approved credit; credit card required, except in MA & PA. New customers only (lease required). Applicable use tax adjustment may apply to the retail value of the installation. Programming, pricing and offers are subject to change and may vary in certain markets. Some offers may not be available through all channels and in select areas. Customers activating the CHOICE Package or above or the LO MAXIMO Package will be automatically enrolled in the 2013 season of NFL SUNDAY TICKET at no additional cost and will receive a free upgrade to NFL SUNDAY TICKET MAX for the 2013 season. ¹UP TO \$180 BUNDLE SAVINGS OFFER: DIRECTV customers who activate (or currently subscribe to) television services with ENTERTAINMENT Package or above and add qualifying service(s) from a preferred provider will automatically receive the following bill credits on their DIRECTV bill when services are ordered through DIRECTV: \$10/mo. bill credit for 12 months with activation of High Speed Internet or phone service or \$15/mo. bill credit for 12 months with activation of High Speed Internet and phone service. All accounts must remain in "good standing," as determined by DIRECTV in its sole discretion, or bill credits will cease. High Speed Internet subject to availability; service not available in all areas. Eligibility based on service address and phone line. Internet service provided by a preferred DIRECTV provider and billed separately. Prices vary depending on provider and are subject to change. Separate appointment for Internet installation may be

USDIRECT

Powered by Direct Sat TV An Authorized DIRECTV Dealer

CALL NOW FOR THE FASTEST INSTALLATION

1-800-580-5494



Home

TV Packages

Features

Compare

Order DIRECTV

NFL SUNDAY TICKET

DIRECTV is the Best Value in Santa Barbara

OVER 140 CHANNELS

\$24⁹⁹ MO

FOR 12 MONTHS AFTER REBATE

FREE **HBO starz**

WTIME CINEMAX

CHOICE PACKAGE OR ABOVE

FREE UPGRADES: 1 GENIE™

& UP TO 3 DIRECTV

CLIENTS^A

CHOICE PACKAGE OR ABOVE

Lock in
**2 YEARS
OF SAVINGS**
on qualifying packages.
Packages start **\$29⁹⁹**
as low as **\$29⁹⁹**
Learn More!

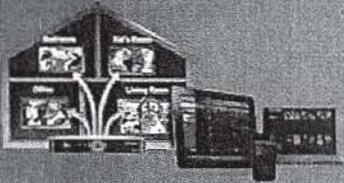
Order DIRECTV Now

Call 1-800-580-5494

[Offer Details](#)

3 REASONS TO GET DIRECTV IN SANTA BARBARA

SIGN UP TODAY AND GET THESE BONUS OFFERS FREE



4 FREE UPGRADES

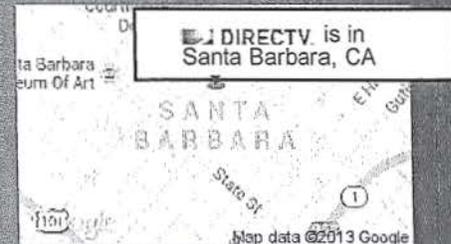
ON ADVANCED PRODUCT (AP) RECEIVERS



NFL SUNDAY TICKET FREE

WITH CHOICE™ PACKAGE & HIGHER*

GET DIRECTV EVERYWHERE



PRICES HIGHER AND TERMS & CONDITIONS VARY IN SELECT MARKETS. *PRICES INCLUDE A \$25 BILL CREDIT FOR 12 MONTHS AFTER REBATE, PLUS AN ADDITIONAL \$5 WITH ONLINE REBATE AND CONSENT TO EMAIL ALERTS. PRICES ELIGIBILITY BASED ON SERVICE ADDRESS. 0 FREE PD REQUIRES THE CHOICE XTRA PACKAGE OR HIGHER, ACTIVATION OF HD ACCESS AND AUTO BILL PAY. WHOLE-HOME DVR SERVICE REQUIRED FOR SECOND RECEIVER UPGRADE. ADDITIONAL FEES REQUIRED WITH 24 MONTH AGREEMENT.**

[HOME](#) > [CALIFORNIA](#) > [SANTA BARBARA](#)

DIRECTV Deals Santa Barbara, CA

ENTERTAINMENT For 140+ Channels **\$24⁹⁹
MO**

When it comes to satellite TV, DIRECTV Santa Barbara California offers many choices allowing you



CHOICE™ \$ **99**

to find the best DIRECTV deals for you and your family. With even the most basic package from Satellite TV Santa Barbara CA, your local networks are included in digital TV format and are capable of being available in high definition.



With over 285 channels to choose from, you can be sure to find something to watch when you have DIRECTV Santa Barbara CA. You can lock in special offers for a limited time on all packages including the DIRECTV PREMIER™ package with its combination of 285+ channels, the DIRECTV Plus DVR Package with 200+ channels and Digital Video Recorder service included, and the DIRECTV Plus HD DVR package with high definition quality and an unbelievable lineup of national high definition channels.

As a first time customer of DIRECTV Santa Barbara California, there are a number of DIRECTV promotions you may qualify for using a specific promotion code including discounted programming, free equipment, and no installation fees. Call [your Santa Barbara California Direct TV Authorized Dealer](#) today to get DIRECTV deals and special offers available from Satellite TV Santa Barbara California.

DIRECTV Programming

With Direct TV Santa Barbara California programming you are guaranteed 100% digital-quality on every channel, variety, exclusive programming and best value for digital TV Packages affordable for every household. With more than 130 national high definition channels, Direct TV Santa Barbara California is the leader in HD programming. Serving more than 16 million customers nationwide, Satellite TV Santa Barbara CA delivers outstanding content, technology, service and value.

From 45 channels offered in the most basic package, to over 285 channels in the PREMIER™ package, you'll find your favorite digital TV channels for sports, music, movies, family programming, as well as international programming. Get Direct TV Santa Barbara CA and take advantage of our most [popular programming packages with huge savings](#) and free upgrades by calling Satellite TV Santa Barbara California today!

DIRECTV Equipment



Direct TV Santa Barbara California offers the latest in technologically advanced equipment that gives you easy access to the shows you want to watch with unbelievably great reception. From the basic standard receiver to the top of the line Plus HD DVR receiver, you'll be able to personalize your channel selections with a customizable guide and search up to three-and-a-half days of digital TV listings.

With the DIRECTV Plus DVR from Satellite TV Santa Barbara California, you get 100% digital quality picture and sound, plus the added convenience of digital video recording so you never have to worry about missing your favorite shows again. With the advanced features of the DIRECTV HD receiver and DIRECTV HD service, you'll enjoy high definition television at its greatest. The DIRECTV Plus HD DVR includes the latest Digital Video Recorder and High Definition technology in one unit giving you access to thousands of movies and shows

For 150+ Channels **29** MO

CHOICE XTRA™
For 205+ Channels **\$34⁹⁹** MO

CHOICE™ ULTIMATE
For 225+ Channels **\$39⁹⁹** MO

PREMIER™
For 285+ Channels **\$86⁹⁹** MO

Nearest Cities

Ventura, Ca Oxnard, Ca Los Alamos, Ca Camarillo, Ca Fillmore, Ca Lompoc, Ca Newbury Park, Ca Thousand Oaks, Ca Simi Valley, Ca Agoura Hills, Ca Malibu, Ca Valencia, Ca Chatsworth, Ca

In Customer Satisfaction

DIRECTV is #1
in customer satisfaction over all cable providers.

For more than a decade, DIRECTV has had higher customer satisfaction ratings than cable.

FOR FAST INSTALLATION CALL:
1-800-580-5494

[Learn More >>](#)

whenever you want with Direct TV Santa Barbara California on Demand.

Get the convenience of DVR and incredible theater-quality sight and sound by calling your Santa Barbara California DIRECT TV Authorized dealer today!

DIRECTV vs. DISH Network

Are you thinking about switching from cable TV to satellite television? If you're a first time customer of satellite TV and are unsure whom you want to sign up with, DIRECTV or DISH Network, you'll soon find why DIRECTV is America's #1 satellite television service provider. Satellite TV Santa Barbara CA will offer you great DIRECTV deals on programming, receivers, HDTV, and award winning customer service.



With DIRECTV you get more digital channels, movies, satellite music, and HD programming. Direct TV Santa Barbara California offers the most in HD with exclusive sports packages you won't find on DISH Network, which include NFL SUNDAY TICKET, Nascar HotPass, & NCAA Mega March Madness. Each year DIRECTV broadcasts more live sports than any other satellite or cable provider. If you're a sports nut, get Direct TV Santa Barbara California!

According to JD Power and Associates, DIRECTV TV Santa Barbara CA is ranked higher in performance, reliability, and customer service than DISH Network. With DIRECTV Santa Barbara California, you will get the best in customer satisfaction along with better programming at a lower price. With no equipment to buy, and the best programming, equipment, receivers, high speed Internet, high definition television and customer service, DIRECTV Santa Barbara CA is the best choice for home entertainment.

Satellite TV vs. Cable TV

Are you trying to decide between cable TV and satellite television? Both have their benefits, but you'll find satellite TV is the way to go. Satellite television growth is growing rapidly with 1 in 4 homes having DIRECTV. With Satellite TV Santa Barbara California, you'll receive 100% digital quality and better reception across the channel lineup than cable TV.

In terms of pricing, satellite TV deals allow customers to receive more channels for a much lower price. Satellite TV Santa Barbara CA offers more for your money for HD, premium, and Pay-Per-View channels. Unlike cable TV companies who change their pricing on a regular basis due to the costs of laying new cable, satellite television pricing rarely changes.

Unfortunately, with cable TV, only homes within a certain distance to providers receive reception. There are even some areas of large metropolitan cities where cable TV is not available. On the other hand, DIRECTV from USDirect is available anywhere, as long as the dish is set up in a place where there is a clear view of the southern sky. This is especially convenient if you live in a rural area.

DIRECTV has rated higher in customer satisfaction over cable TV companies for eleven years according to the 2011 American Customer Satisfaction Index. Make satellite your choice and buy DIRECTV today by calling your DIRECT TV Santa Barbara California Authorized dealer!

As compared to the largest national cable providers, 2012 American Customer Satisfaction Index.

Order Directv in Santa Barbara Call Now 1-800-580-5494

Packages

- English Packages
- Spanish Packages
- Sports Packages
- NFL SUNDAY TICKET
- International Packages
- Premium Channels

Features

- Internet
- Equipment
- Pay Per View
- Channel Lineup
- DIRECTV Everywhere

Compare

- Compare All
- DIRECTV vs Cable
- DIRECTV vs DISH

About

- About Us
- Athlete Anthem

ORDER

USDIRECT

Powered by Direct Sat TV An Authorized DIRECTV Dealer

CALL NOW FOR THE FASTEST INSTALLATION

1-800-580-5494



[Additional Offer Details](#)



Call to Order
(800) 644-8103



Home DIRECTV Packages Español Compare DIRECTV DIRECTV for Business Order Online

BUNDLE YOUR INTERNET & DIRECTV AND SAVE.



Learn About DIRECTV

- [DIRECTV Web Specials »](#)
- [Quick Quote »](#)
- [DIRECTV vs. CABLE »](#)
- [DIRECTV Programming »](#)
- [DIRECTV Technology »](#)
- [Customer Care »](#)
- [DIRECTV for Business »](#)

[Direct Sat TV Home](#) > [DIRECTV Local Channels](#) > [DIRECTV California](#) > [DIRECTV Santa Barbara](#) > 93120 > Santa Barbara

DIRECTV Local Channels in Santa Barbara, CA - Santa Barbara County 93120

Santa Barbara, CA DIRECTV local channels are below for Santa Barbara zip codes 93120, 93130, 93101, 93105, 93107

Quick Links

- [Order DIRECTV »](#)
- [NFL SUNDAY TICKET »](#)
- [Contact Us »](#)
- [Partner With Us »](#)
- [Landlord Approval Form »](#)
- [ADT Home Security »](#)
- [DIRECTV for Business »](#)

YES! Santa Barbara, CA 93120 DIRECTV Local channels are available in your area

Local Channels may be available with your [DIRECTV package in Santa Barbara, CA 93120](#). If you are looking for Santa Barbara Satellite TV providers, look no further. Direct Sat TV offers great DIRECTV packages including FREE Standard installation of up to four rooms, a free DVR or HD upgrade, and over 160+ HD channels and other premium content. Order your [Santa Barbara, CA Satellite TV System](#) and DIRECTV Service today. Call Now! Direct Sat TV guarantees to meet or beat any other deal for [DIRECTV in Santa Barbara, CA 93120](#).

Conditions for Santa Barbara, CA at 7:52 am PST

Current Conditions:

Fair, 44 F

Forecast:

Mon - Sunny. High: 70 Low: 47
 Tue - Sunny. High: 75 Low: 50
 Wed - Partly Cloudy. High: 76 Low: 47
 Thu - Mostly Sunny. High: 76 Low: 46
 Fri - Partly Cloudy. High: 75 Low: 48

[Full Forecast at Yahoo! Weather](#)

(provided by [The Weather Channel](#))



(93120) Santa Barbara, CA - Santa Barbara County Local DIRECTV Channels

	NETWORK	AFFILIATE	LOCAL CHANNELS	TRD CHANNEL	BROADCAST FORMAT
1)	CBS	KCOY	12	0	Analog
2)	ABC	KEYT	3	0	Analog
3)	FOX	KKFX	24	0	Analog

4)	UNI	KPMR	38	0	Analog
5)	NBC	KSBY	6	0	Analog
6)	TMO	KTAS	33	0	Analog
7)	PBS	PBS	384	0	Analog
8)	CBS	KCOY	12	0	Digital
9)	ABC	KEYT	3	0	Digital
10)	FOX	KKFX	24	0	Digital
11)	NBC	KSBY	6	0	Digital

DirectSatTV is a DIRECTV Authorized Dealer in Santa Barbara, CA 93120.

Why Should You Choose DIRECTV in Santa Barbara, CA 93120?

DIRECTV is the #1 satellite provider in the country.

In one year, more people chose DIRECTV than any other cable TV provider.

Your favorite local channels are included in every DIRECTV® package.

Over the last decade, DIRECTV has had higher customer satisfaction ratings than cable.

(Among the largest national cable & satellite TV providers. 2010 American Customer Satisfaction Index.)

DIRECTV has 100% digital picture and sound on every channel.

DIRECTV has crystal clear picture and sound on every channel.

DIRECTV broadcasts the best in HD programming.

DIRECTV delivers a digital signal 99.96% of the time, rain or shine.

Nationwide, DIRECTV offers local networks in HD to more people than any other cable or satellite provider.

The DIRECTV Plus® DVR features SLIP technology, letting viewers fast-forward in 30-second intervals with the push of a button. Digitally record your favorite shows with one click-even record two new shows at once while watching a previously recorded show!

DIRECTV has won five EMMY® awards for technical achievement in engineering and one Primetime EMMY® award for interactive television.

DIRECTV offers exclusive sports packages such as NFL SUNDAY TICKET™, and NASCAR HotPass™ which are not available from any other cable or satellite provider.

Get Your **FREE** Quote Now!

©2013 Direct Sat TV

[DIRECTV HOME](#) | [DIRECTV WEB SPECIALS](#) | [QUICK QUOTE](#) | [ORDER DIRECTV NOW!](#)

[Terms & Conditions](#) | [Privacy Policy](#) | [Contact DIRECT SAT TV](#) | [Legal Policy](#) | [Site Maps](#)

(800) 644-8103

Call NOW 1-855-876-5018 / 24-Hour Installation Available in Most Areas



Get the Latest DISH Offers in Your Mail Box

Get DISH in Santa Barbara, CA

HOPPER PACKAGES STARTING AT

\$39
99 MO FOR 12 MONTHS

Only DISH offers an iPad 2 with the Hopper so you can watch live and recorded TV anywhere.*

- FREE Hopper upgrade with America's Top 120™ or above
- Record 6 Shows at the Same Time*
- Instantly skip commercials*
- Store up to 2,000 hours of you favorite shows

[LEARN MORE](#)

*Feature must be enabled by customer. Monthly DVR and receiver fees apply.

ENTERTAINMENT ANYWHERE.



Only from DISH

Get an iPad 2 Free when you sign up for DISH and the Hopper.

Gift is subject to inventory. Excludes iPad 2 16GB. Offer ends 12/31/13. Limit one per household. Some restrictions apply.

Get DISH Now: 1-855-876-5018

Home > Dish Network California > Dish Network Santa Barbara

SMART PACK	AMERICA'S TOP 120™	AMERICA'S TOP 200™	AMERICA'S TOP 250™	AMERICA'S EVERYTHING™
\$19.99 MO FOR 12 MONTHS	\$29.99 MO FOR 12 MONTHS	\$39.99 MO FOR 12 MONTHS	\$44.99 MO FOR 12 MONTHS	\$89.99 MO FOR 12 MONTHS
55+ CHANNELS >	190+ CHANNELS >	235+ CHANNELS >	290+ CHANNELS >	320+ CHANNELS >

2.8k Likes

0

0

Tweet

CHECK OUT THESE NEW FEATURES FROM DISH



Bundle your DISH Video service with dishNET, high-speed internet Available Anywhere



Over 20 entertainment channels, plus thousands of movies and shows

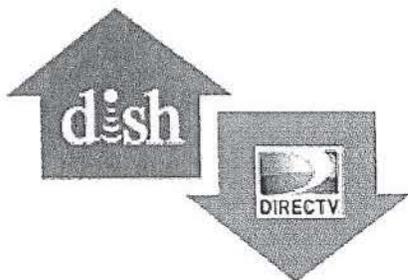


The Hopper™ Whole-Home HD DVR

GET DISH IN SANTA BARBARA, CA

DISH Network customers always get a special price! For discounts on the best satellite TV packages in Santa Barbara, California, look no further than DISH Network. Choose from tons of TV options like espanol programming, premium movies, adult channels, sports programming, and more! How does FREE installation sound, Santa Barbara? That's right; installation won't cost you a cent! A professional DISH Network installer will set up the system in your home; all satellite dishes, antennas, and remotes will be provided for you. US Dish, authorized DISH Network dealer, offers the affordable and quality television service that you deserve. Call now to schedule an appointment! Get [satellite TV](#) in your home to enjoy the best digital programming lineup, including hundreds of [Dish HD channels](#). Use your Mac or PC to compare [dish network deals](#) in Santa Barbara. US Dish, authorized Dishnetwork reseller, delivers the most affordable TV packages in the United States!

Want to know how to get the best [satellite TV deals](#)? Look no further than DISH Network! Compare cable television and DIRECTV with DISH Network in Santa Barbara, and you will discover that there is no contest. Internet users, listen up! DISH Network offers a better channel lineup, more high definition programming, cheap packages, and the most advanced equipment -- including the industry's only dual-tuner DVR. This technology serves two TV sets at once, saving DISH Network customers money each month. See the difference in DISH Network over Cable TV in Santa Barbara. When it comes to sports, local and family-friendly content in Santa Barbara CA, you won't be disappointed! When you buy a [DISH Network packages](#), installation will be included free. In addition, you may be eligible for a free HD DVR receiver upgrade! How many pay-TV companies do you know that offer this much for free? DISH Network ranks higher than any cable TV provider in customer satisfaction -- install satellite TV in your home today, and enjoy crystal clear reception and affordable monthly service!

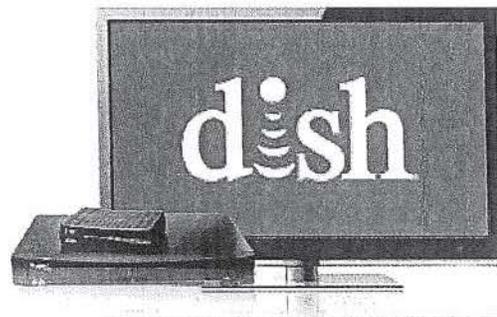


Did you know that DISH Network offers the most affordable [television packages](#) on the market? US Dish is an authorized Dish Network dealer, providing special deals on the best satellite TV service! DISH Network delivers endless options, including premium movies, [regional sports coverage](#), espanol packages, adult programming, and a huge channel lineup. Order DISH Network now, and schedule to meet with a professional installer in Santa Barbara California as soon as tomorrow. With US Dish, DISH Network reseller, you will enjoy the satellite TV industry's best equipment and free installation. DISH Network equipment is advanced: no ugly antenna or bulky [satellite dish](#) will deface your entertainment system. The remotes are easy to use, ensuring that you can make the most of your DISH Network subscription! See the difference in DISH Network over Cable TV in Santa Barbara. Call about satellite TV in Santa Barbara CA, and take advantage of great discounts. The price of DISH Network service has never been lower! Use your PC to compare satellite TV costs.

SANTA BARBARA'S LOCAL CHANNELS

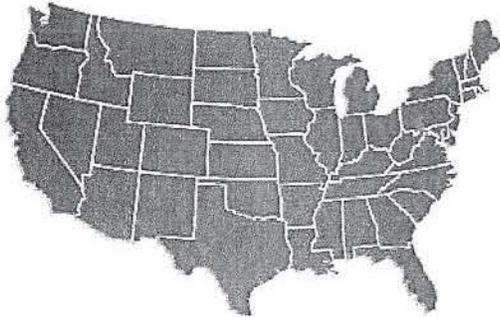
Network	Affiliate	Local Channel	Dish Channel
ABC	KEYT	3	7235
CBS	KCOY	12	7236
FOX	KKFX	24	7238
IND	PBS	65	7241
NBC	KSBY	6	7237
PBS	SB	65	7241
TELEMUNDO	KTAS	33	7244
UNVSN	KPMR	38	7243

Options and offers! The best subscription deal. The best packages and price. Order satellite TV now for free. Special dealer and reseller discounts. Low cost. The most affordable line up, etc. Sound familiar? That's because these claims are what every [satellite system](#) installer wants you to believe is true about their service, but only DISH Network delivers the real deal and actually backs up its claims. Compare Cable TV in Santa Barbara to DISH. A quick web search on your PC is all it takes to see that Dishnetwork TV and its schedule of movies, sports, and exclusive espanol channels really lives up to the hype, and at a fraction of the cost charged by other [cable tv providers](#) in Santa Barbara. So hey. Don't delay. Get your dishes and antenna today! Get DISH Network and get with the future.



DISH Network offers the best satellite TV service in the nation, at a price that won't break your budget! Online reviews urge customers to compare DIRECTV and cable television with [DISH Network Santa Barbara CA](#). To get the biggest 100% digital programming lineup, which includes more than 200 HDTV channels, make DISH network your authorized pay-TV provider! The latest satellite TV packages are on sale and include a HD DVR receiver upgrade and a three-month subscription to premium movies -- at no additional cost. Buy DISH Network, and you will have access to the best international programming (including Latino packages in espanol), comprehensive sports coverage, Santa Barbara local channels, and adult content. DISH Network deals have something for each member of your family!

Not sure how to order DISH Network? Simply call US DISH, authorized satellite TV dealer, and schedule an install date! A professional installer in Santa Barbara will mount state-of-the-art equipment on your property, including necessary antennas and satellite dishes. Best of all, installation is included free. Internet users, listen up! Direct TV costs more than DISH Network, and it offers less. Use your PC to research providers -- make a list of pros and cons, and you will discover that DISH Network is the best! You deserve the best satellite TV system in the industry for a cheap price. Take advantage of this special deal soon, as it will be available for a limited time only.



LOOKING FOR DISH IN YOUR AREA?

[Meridian, Ca](#), [Castaic, Ca](#), [Port Hueneme, Ca](#), [Malibu, Ca](#), [Santa Maria, Ca](#), [Woodland Hills, Ca](#), [Nipomo, Ca](#), [Valencia, Ca](#), [Oxnard, Ca](#), [Ojai, Ca](#), [Chatsworth, Ca](#), [Maricopa, Ca](#), [Frazier Park, Ca](#), [Calabasas, Ca](#), [Taft, Ca](#), [New Cuyama, Ca](#), [Goleta, Ca](#), [Camarillo, Ca](#), [Oak View, Ca](#), [Solvang, Ca](#), [Westlake Village, Ca](#), [Guadalupe, Ca](#), [Isla Vista, Ca](#), [Lompoc, Ca](#), [Simi Valley, Ca](#), [Moorpark, Ca](#), [Canoga Park, Ca](#), [Thousand Oaks, Ca](#), [Ventura, Ca](#), [Carpinteria, Ca](#), [Los Alamos, Ca](#)

usdish



1-855-876-5018

Call Now for 24-Hour Installation Available in Most Areas

dish
AUTHORIZED RETAILER

Packages

- Smart Pack
- America's Top 120™
- America's Top 200™
- America's Top 250™
- America's Everything™
- DishLATINO

Channels

- International
- Sports
- Commercial
- Adult

Technology

- Hopper™
- dishNET™
- Blockbuster @Home™
- HD
- Equipment
- Tailgater

Current Deals

- Deals
- Compare DISH
- Premium Channels

Corporate

- Order DISH
- About
- Blog
- Terms & Conditions
- Privacy Policy
- Permission Form

*Promotional price requires 24-month commitment. Available for new and qualifying former customers. Restrictions apply.

USDish is an affiliate retailer of DISH Network, L.L.C. DISH, DISH Network and DISH Network logos are trademarks, registered trademarks and/or service marks of DISH Network L. L. C. and/or its affiliate(s). The DISH Network trademarks, registered trademarks and/or service marks are used under license of DISH Network L.L.C. and/or its applicable affiliate(s). 5202 W. Douglas Corrigan Way, Ste. 300, Salt Lake City, UT. 84116

[See Offer Details](#)



Call Now to Order (100% US Based Call Center):



Order DISH | DISH Specials | DISH Programming | dishNET | DISH Products | Bundles | DISH Latino | DISH vs. DIRECTV | DISH For Business | International Programming

Hopper

Introducing The Hopper From DISH



Full HD DVR functionality on every TV, so you can pause, rewind and record live TV in any room. Record up to 6 HD Channels at Once with PrimeTime Anytime™.

FREE HOPPER
Whole-Home HD DVR
FREE with America's Top 120 package or above.

Promotional Prices Start At Just
\$19.99/mo
For 12 Months with 24 Month Agreement
Not eligible with Whole-Home HD DVR

FREE Premium Movie Channels
For 3 Months



Order now & get Blockbuster @Home™ FREE for 3 months!! Call Today : 866-989-3474

SAVE \$5/mo **DISH Family**
Over 60 essential channels including HD channels and family favorites like Spike, A&E and Comedy central.
\$19.99/mo FOR 1 YEAR reg \$24.99/mo

SAVE \$10/mo **America's Top 120**
Tap into over 120 of your favorites incl. CNN, ESPN, Disney Channel & the Discovery Channel.
\$24.99/mo FOR 1 YEAR reg \$34.99/mo

SAVE \$20/mo **America's Top 200**
Over 120 of your favorite channels and also includes Regional Sports events.
\$29.99/mo FOR 1 YEAR reg \$49.99/mo

SAVE \$25/mo **America's Top 250**
America's Top 200 offers some of the finest news, sports, movie, family and children's programming available.
\$34.99/mo FOR 1 YEAR reg \$59.99/mo

SAVE \$30/mo **America's Top 350**
Includes over 250 channels of the best entertainment available including America's Top 120 and 200 packages.
\$39.99/mo FOR 1 YEAR reg \$69.99/mo

California Links

- » Eureka, CA
- » Fresno, CA
- » Los Angeles, CA
- » Sacramento, CA
- » San Diego, CA
- » Santa Barbara, CA

PACKAGES STARTING AT \$24.99/mo for 12 months

ADD HD FREE FOR LIFE

- DISH Network is the only TV provider to give you FREE HD FOR LIFE!
- The most HD programming with over 200+ HD Channels
- Plus Movies in 1080p HD!

12-month price and Free HD requires 24-month agreement

ORDER DISH NETWORKS

Related Links

- » Order DISH
- » Channel Packages
 - » Smart Pack
 - » DISH America
 - » America's Top 120
 - » America's Top 120+
 - » America's Top 200
 - » America's Top 250
 - » America's 'Everything' Pack
- » Compare DISH Packages
- » Specialty and Premium Movie Channels
- » Local Channels

DISH Network Santa Barbara Local Channels – Santa Barbara, CA

Station	Local Channel Number	DISH Channel Number
SANTA BARBARA UNVSN-KPMR	38	7243
SANTA BARBARA TELEMUNDO-KTAS33		7244
SANTA BARBARA NBC-KSBY HD	6	5282
SANTA BARBARA FOX-KKFX HD	24	5283
SANTA BARBARA FOX-KKFX	24	7238
SANTA BARBARA NBC-KSBY	6	7237
SANTA BARBARA ABC-KEYT HD	3	5280
SANTA BARBARA CBS-KCOY	12	7236
SANTA BARBARA ABC-KEYT	3	7235
SANTA BARBARA PBS-PBS-SB	65	7241

- » Sports Programming
- » DISH Football Packages
- » DISH Cricket Pack
- » Adult Programming
- » Latino Programming
- » International Programming
- » DISH Blockbuster @Home
- » Video On Demand
- » Smart Pack
- » HD National Channels
- » Channel Guides
- » World Fishing Network

SANTA BARBARA CBS-KCOY HD 12

5281

DISH Network in Santa Barbara, California

It will only take one time to convince you that there is no better way to watch TV than in high definition. The highest rated, top of the line standard definition TV only pales in comparison to the rich vibrant quality you get with HD. It's only natural to expect to pay more for quality this exceptional, but not with Santa Barbara DISH Network. They have taken their very best TV offers and deals and made them even better than ever. The absolute best in HD TV service is more easily accessible and affordable for everyone just by subscribing to the DISH Network channels. DISH Network in Santa Barbara will deliver over 130 HD channels on the best programming package available right to your home. The best possible HD experience is guaranteed because DISH Network lets you customize your programming from a variety of additional programming options including premium movies, sports, and international channels. All available local channels in Santa Barbara are included; however, local channels in HD are subject to their availability in Santa Barbara and your address. What could possibly make the best HD programming even better? DISH Network's flexible pricing plans such as the no-credit Flex TV plan are designed to coordinate with your budget. HD programming won't cost extra because DISH Network now offers free HD for life to new subscribers on all qualifying programming packages when they select AutoPay billing with a 24 month agreement. Call now to secure your free HD service from DISH Network today!

Bad Credit? Concerns? No Worries.

Worry No More!!

Everyone can have DISH Network satellite TV, even without great credit!

- No social security number required
- No credit card necessary
- It's your equipment to own
- No credit check
- No long term contract
- Same great programming packages



Both Lease and Purchase Flex plans include an activation fee and requires payment in advance.



Testimonials

The service is great! I had some trouble with the receiver when it was first installed and someone came out to our home and quickly fixed the problem and took some money off the bill for the inconvenience. Thanks for the great service.

Jill C. (Gay, WV)



I enjoy the personalized channels and love the Western Channels.

Bryant R. (Ocala, FL)



Santa Barbara Deals and Best Offers for Santa Barbara, CA

Our Best Deal Ever!

Lock In Your **GUARANTEED** Everyday Low Price For 1 Year! (With 24-month agreement)



- BLOCKBUSTER* Free for 3 Months
- HBO, Cinemax, Showtime & Starz Free for 3 Mo.
- HD Free for Life
- FREE DVR or HD DVR
- FREE Activation
- FREE Installation Up to 6 Rooms
- Up to \$20/mo off on select packages

starz

The Other Guys Currently showing on STARZ®
The Other Guys © 2010
© Columbia Pictures. All Rights Reserved.

Valid on qualifying packages only

Call today and get a Free HD DVR Upgrade after you activate your account. Call for details!

Call 866-989-3474!

- » DISH Network Programming
- » DISH Network Packages
- » Compare DISH Network Packages
- » DISH Blockbuster @Home
- » Local Channels
- » DeHLATINO Channels
- » Preguntas Frecuentes/FAQs
- » International Channels
- » DISH Great Wall
- » Sports Channels

- » DISH Football
- » Willow Cricket
- » DirecTV HD vs. DISH HD
- » Satellite vs. Cable
- » DISH Network Channel Guides
- » Jadeworld and TVB IS Now On DISH Network
- » Get TVBUSAs, TVBL, TVB2, TVBe & TVBS From DISH
- » DISH Network Specials
- » Cheap Satellite TV Deals

- » DISH Network Promotions
- » Satellite Education Portal
- » Scholarship Program
- » Get DISH Network
- » Equipment and Products
- » Bundled Services
- » About DISH Systems
- » About DISH Network
- » Customer Testimonials
- » Contact Us

© 2008-2013 DISH Systems - Get the best DISH Network deals around with all the latest promotions offered by DISH Satellite TV.

DISH Systems | 1936 East Deere Ave | Suite 100 | Santa Ana, CA | 92705 | 866-989-3474 | Privacy Policy | Full Offer Details & Disclaimers

DISH Systems is an authorized independent retailer of DISH Network L.L.C. DISH Network and their respective logos are registered trademarks and/or service marks of DISH Network L.L.C. and/or its affiliate(s). The DISH Network trademarks and/or service marks are used by authority of DISH Network L.L.C. and/or its applicable affiliate(s).



Call Now To Order
866-951-8912

Mon - Fri 8 AM - 1 AM | Sat - Sun 8 AM - 12 AM

Order Now
or call 866-951-8912
Use promo code: **G-1092**

Best Value!
DISH SMART PACK

- 55+ Channels
- \$10/mo off for the 1st year

only **\$19.99** /mo

For 12 mos. Not eligible for Hopper

[Learn More](#)

Call today! 866-951-8912

- Choose Package**
- All DISH Packages
 - DISH Smart Pack
 - America's Top 120
 - America's Top 200
 - America's Top 250
 - America's Everything Pak
 - DishLATINO
 - DISH Business

- Special Programming**
- Local Channels
 - Sports
 - Movies
 - International
 - HDTV

- DISH FAQs**
- How soon can my DISH be installed?
 - What local channels will I receive?
 - How much does DISH service cost?
 - See all FAQs

Special Offers Email

Sign up for DISH special offer alerts

[Program details](#)

DISH Santa Barbara California

STAY ENTERTAINED WITH THE BEST SATELLITE TV HAS TO OFFER

THE BEST TIME TO ORDER DISH IS NOW!

Subscribe today and get:

- FREE HBO CINEMAX SHOWTIME starz** for 3 mos.
Offer subject to change based on premium channel availability.
- FREE DVR or HD DVR Upgrade**
With qualifying packages. DVR is leased. (\$10/mo DVR Service fee applies.)
- FREE HD FOR LIFE**
Available with qualifying packages.
- Blockbuster @Home™ FREE** for 3 mos.

[CLICK HERE FOR OFFER DETAILS](#)

[ORDER ONLINE IN JUST 4 MINUTES](#)

Packages start at \$19.99/mo for 12 mos w/Agreement

DISH Santa Barbara, California is providing some hard-to-refuse offers at SatelliteSales.com. DISH is running package deals that include free satellite TV equipment and professional installation of up to 6 rooms. Take advantage of the DISH programming package promotions we are currently running. You can't lose. Not far off on the horizon somewhere in Santa Barbara, there is a DISH offer so well put together, even the unyielding skeptic will have a hard time resisting.

There are over 13 million who have made the switch from cable to the next best thing in home entertainment. Dishnetwork is reforming the way we look at TV. DISH satellite television customer service has a stellar reputation, evidence of their firm commitment to quality. You will get the same acclaimed DISH Santa Barbara, California as in all areas where DISH satellite TV service is available.

DISH Programming can include up to 315+ channels from an all-star channel list. Remarkable in scope, Dishnetwork's top echelon package is America's "Everything" Pack, which is arguably the best you can get in satellite TV, and available through DISH Santa Barbara, . A satellite system tuned into this premium blend will deliver a comprehensive arc of impressive possibilities in quality entertainment. For those of you interested in DISH Santa Barbara, CA ., but looking for a less cumulative Channel guide lineup, you can count on captivation from any of the other packages, as offered through America's Top 120, 200 and others, along with an assortment of free HD packages.

If variety is what you're interested in, Dishnetwork does not fall short. Choose from a diverse listing of engaging possibilities for Santa Barbara DISH subscribers in the lifestyle, news, informational, family, sports, public interest, music, religious, shopping and premium movies categories. Some of the best DISH deals include lineups with diehards like HBO, Cinemax, Starz!, Encore, Flix, A&E, Bravo, MTV, MTV 2, Sirius satellite commercial-free music channels, and pay-per-view (PPV) selections at prices to meet an array of budgeting concerns for all in DISH Santa Barbara, CA .

Alas, DISH doesn't just cater to the demands of the mainstream; its programming guide can meet the needs of the most obscure trailblazer looking for subject matter off the beaten path, including: Independent Film Channel, Sundance Channel, History Channel International, Science Channel, Classic Arts Showcase, Horse Racing TV & too many more to list. For DISH subscribers in Santa Barbara, it's all there, from cricket to football! Consult the program guide comparison chart of SatelliteSales.com, the nation's leading authorized DISH retailers for an at-a-glance menu itemization.

This leading DISH dealer will clear up any confusion you may still have on which DISH channels are included in each package at the pages of this online site - a digest of the latest DISH specials and a plethora of Free DISH information. Find out what DISH Santa Barbara, California local channel lineup availability is. Review programming choices and equipment selections. Long gone are the days of the rabbit-ears antenna. It is possible to start off with a satellite receiver that is included free in a Dishnetwork package as a bonus. True, within the space of a few minutes, you can select one of America's Top packages and schedule the installation of a DISH satellite TV system. Or, you can just learn more about advances in satellite television.

Network	Affiliate	Channel Logo	Local Channel #	DISH #
ABC	KEYT		3	7235

CBS	KCOY		12	7236
FOX	KKFX	FOX	24	7238
IND	PBS	An Independent Channel	65	7241
NBC	KSBY		6	7237
PBS	SB		65	7241
UNVSN	KPMR		38	7243

Reception of standard or high definition resolution is possible through the accompanying DISH receiver. Standard resolution satellite television with the basic DISH DVR allows for a more magnified and lush saturation of colors and audio enhancement which is on a par with CD quality and Dolby Surround Sound. Even better still is the satellite experience in high definition. It is in this way that DISH can transform what was once an ordinary experience into the extraordinary - as Dishnetwork.com and its authorized retailers serving DISH Santa Barbara, California have virtually brought cinema home through the HD DVR receiver.

Satellite viewing for DISH, Santa Barbara, CA is enhanced with an HDTV setup, which will transform your living room into your home theatre. An HD DVR receiver takes the extraordinary and makes it extra-extraordinary. This receiver has similar features to the very popular Tivo systems that allow for the unmitigated bliss of commercial-free zones. Live broadcasts from everywhere, not just DISH Santa Barbara, California can be stopped and started at your whim. While viewing one channel, it is now possible to record two alternate programs, simultaneously.

Satellite viewing for DISH, Santa Barbara, California is enhanced with an HDTV setup, which will transform your living room into your home theatre. An HD DVR receiver takes the extraordinary and makes it extra-extraordinary. This receiver provides the added luxury of being able to watch TV free of commercial interruptions! Live broadcasts from everywhere, not just DISH Atkasuk, Alaska can be stopped and started at your whim. While viewing one channel, it is now possible to record two programs, simultaneously.

[Order DISH Santa Barbara](#)



The Best Time to Order DISH Network
[Order Online Now](#) or call **866-951-8912**
 to schedule your free installation
Starting as low as \$19.99/mo for 12 mos w/Agreement

Popular Cities for Dish in CA

- | | | |
|-------------------------------------|---------------------------------------|------------------------------------|
| Anaheim DISH | Bakersfield DISH | Chula Vista DISH |
| Fremont DISH | Fresno DISH | Garden Grove DISH |
| Glendale DISH | Huntington Beach DISH | Long Beach DISH |
| Los Angeles DISH | Modesto DISH | Oakland DISH |
| Oceanside DISH | Ontario DISH | Oxnard DISH |
| Riverside DISH | Sacramento DISH | Salinas DISH |
| San Bernardino DISH | San Diego DISH | San Francisco DISH |
| San Jose DISH | Santa Ana DISH | Santa Clarita DISH |
| Stockton DISH | | |

Dish in California near Santa Barbara

- | | | |
|-----------------------------------|------------------------------------|--------------------------------|
| Acton DISH | Agoura Hills DISH | Alhambra DISH |
| Altadena DISH | Arroyo Grande DISH | Arvin DISH |
| Atascadero DISH | Baldwin Park DISH | Bell DISH |
| Bell Gardens DISH | Beverly Hills DISH | Buellton DISH |
| Burbank DISH | Buttonwillow DISH | Calabasas DISH |
| Camarillo DISH | Carpinteria DISH | Carson DISH |
| Compton DISH | Culver City DISH | Delano DISH |

[Duarte DISH](#)

[El Segundo DISH](#)

[Fillows DISH](#)

[Fillmore DISH](#)

DISH Santa Barbara, California offers free equipment and installation of your satellite system and from 1-6 room professionally installed by licensed professionals. Local channels are available now in 100% of U.S. markets. Be sure to confirm whether or not you will require an additional satellite dish antenna or a SuperDISH antenna, supplied through DISH.

ABOUT DISH

- [Order DISH Now](#)
- [DISH Deals](#)
- [DISH Ordering FAQ's](#)
- [DISH Equipment](#)
- [DISH Satellite TV](#)
- [DISH Satellite Sales Home](#)
- [DishLATINO](#)

ABOUT US

- [About Us](#)
- [Contact Us](#)
- [Affiliate Program](#)
- [Sitemap](#)

PROGRAMMING

- [Local Channels](#)
- [Channel Lineup](#)
- [Sports](#)
- [Movies](#)
- [International](#)
- [HDTV](#)

LOCAL CHANNEL FINDER

DISH is the only provider with 100% Local Channel Coverage.

 [Check yours here](#)

BILL CALCULATOR



Customize your Satellite TV channel package & see how low your DISH bill will be.

SatelliteSales.com - The Lowest-Priced Satellite TV in America

[Privacy](#) | [Policy Terms and Conditions](#)

Satellitesales.com is an authorized contractor retailer of DISH Network L.L.C. DISH, DISH Network and DISH Network logos are registered trademarks and/or service marks of DISH Network L.L.C. and/or its affiliate(s). The DISH Network trademarks and/or service marks are used by authority of DISH Network L.L.C. and/or its applicable affiliate(s). [Click here for offer terms](#)



EXHIBIT 4

Effective Competition Tracking Report

ECTR – Effective Competition Tracking Report



Provided by
Satellite Broadcasting and Communications Association

Pursuant to Section 76.907(c) of the FCC Rules, and your effective competition tracking request dated December 3, 2013 please find the following Direct-to-Home (DTH) satellite subscriber numbers per zip code (and/or zip+4 where necessary). The provision and use of this Effective Competition Tracking Report is governed by and subject to the terms and conditions of the Agreement for Provision and Use of Confidential Data, between your company and SBCA.

Report Date: December 4, 2013

ZIP Codes DTH Count

93013	1335
93067	106
93101	1841
93103	1419
93105	1678
93108	813
93109	613
93110	937
93111	1108
93117	2271

Data is current through 10/31/2013

Report Prepared by:
Martin Esteves
Program Manager
202-349-3630
mesteves@sbca.org

Methodology: Direct-To-Home (DTH) subscriber data reflects aggregated DIRECTV and DISH Network residential subscriber totals. The following data collection procedures are applied by Members in the normal course of business: a) single accounts with multiple receivers are only counted once; b) commercial and test accounts are not included; c) each occupied unit served in a multiple dwelling unit building has been counted as a separate residential subscriber; d) zip codes are taken from service locations (not billing addresses, where different); e) inactive accounts are routinely removed; f) invalid (undeliverable) addresses have been corrected where known; g) courtesy or complimentary accounts are included; and h) zip code information for Members' subscribers is periodically updated to reflect changes to zip codes by the United States Postal Service.

EXHIBIT 5

Competitor Penetration Calculations

Competing Provider Penetration Calculation

Cox Communications California, LLC Santa Barbara City, California Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
--	---

Total Community Occupied Households, 2010 Census	35,449
--	--------

Total Zip Code Occupied Households, 2010 Census	45,795
---	--------

Allocation Percentage	77.4080%
-----------------------	----------

Total ECTR Reported Subscribers (Zip Code)	7,301
--	-------

Total Allocated ECTR Subscribers	5,651.56
----------------------------------	----------

Total Other Competing Provider Subscribers in Franchise Area	0
--	---

Allocated ECTR Subscribers/Total Community Occupied Households	DBS Penetration =
--	-------------------

Total DBS and DTH Penetration	15.9428%
-------------------------------	----------

Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
----------------------------------	---

Total Competing Provider Penetration	15.94%
--------------------------------------	--------

Pegasus Competing Provider Penetration Calculation
 Accounting for Occupied Household Growth Through 2012 Pursuant to *Pegasus*, 13 FCC Rcd 18 (1997)

Cox Communications California, LLC
Santa Barbara City, California Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas = (Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers

Total Community Occupied Households, 2010 Census + Growth through 2012 35,500

Total Zip Code Occupied Households, 2010 Census + Growth through 2012 45,861

Allocation Percentage 87.3142%

Total ECTR Reported Subscribers (Zip Code) 7,301

Total Allocated ECTR Subscribers 6,374.81

Total Other Competing Provider Subscribers in Franchise Area 0

Allocated ECTR Subscribers/Total Community Occupied Households
 DBS Penetration =

Total DBS and DTH Penetration 17.9573%

Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
 Competing Provider Penetration =

Total Competing Provider Penetration 17.96%

Santa Barbara City, California
Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))

A	2000 Census Population	92,325		Total Zip Code Occupied Households 2010 Census	45,795
B	2000 Census Households	35,605		Total ECTR Reported Subscribers (Zip Code)	7,301
C	2010 Census Population	88,410		Total Other Competing Provider Subscribers	0
D	2010 Census Households	35,449			
E	2012 Census Population Estimate	89,639			
F	2000-2010 Population Growth Percentage	-4.24%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	-0.44%	$(D - B) \div B$		
H	Household:Population Growth Ratio	10.33%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	1.39%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	0.14%	$H \times I$		
K	Current Occupied Households	35,500	$(D \times J) + D$		

Santa Barbara City, CA Zip Codes	DBS Subscribers Per Zip Code	2010 Census Occupied Households
93101	1,841	12,538
93103	1,419	7,056
93105	1,678	10,845
93108	813	4,443
93109	613	4,576
93110	937	6,337
Total	7,301	45,795

Competing Provider Penetration Calculation

Cox Communications California, LLC Goleta, California Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
--	---

Total Community Occupied Households, 2010 Census	10,903
--	--------

Total Zip Code Occupied Households, 2010 Census	21,962
---	--------

Allocation Percentage	49.6448%
-----------------------	----------

Total ECTR Reported Subscribers (Zip Code)	3,379
--	-------

Total Allocated ECTR Subscribers	1,677.50
----------------------------------	----------

Total Other Competing Provider Subscribers in Franchise Area	0
--	---

Allocated ECTR Subscribers/Total Community Occupied Households	DBS Penetration =
--	-------------------

Total DBS and DTH Penetration	15.3857%
-------------------------------	----------

Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
----------------------------------	---

Total Competing Provider Penetration	15.39%
--------------------------------------	--------

Pegasus Competing Provider Penetration Calculation
 Accounting for Occupied Household Growth Through 2012 Pursuant to *Pegasus*, 13 FCC Rcd 18 (1997)

Cox Communications California, LLC
 Goleta, California Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas = (Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers

Total Community Occupied Households, 2010 Census + Growth through 2012 11,048

Total Zip Code Occupied Households, 2010 Census + Growth through 2012 22,253

Allocation Percentage 87.3142%

Total ECTR Reported Subscribers (Zip Code) 3,379

Total Allocated ECTR Subscribers 2,950.35

Total Other Competing Provider Subscribers in Franchise Area 0

DBS Penetration = Allocated ECTR Subscribers/Total Community Occupied Households

Total DBS and DTH Penetration 26.7056%

Competing Provider Penetration = Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households

Total Competing Provider Penetration 26.71%

Goleta, California
Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))

A	2000 Census Population	55,204		Total Zip Code Occupied Households 2010 Census	21,962
B	2000 Census Households	19,954		Total ECTR Reported Subscribers (Zip Code)	3,379
C	2010 Census Population	29,888		Total Other Competing Provider Subscribers	0
D	2010 Census Households	10,903			
E	2012 Census Population Estimate	30,289			
F	2000-2010 Population Growth Percentage	-45.86%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	-45.36%	$(D - B) \div B$		
H	Household:Population Growth Ratio	98.91%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	1.34%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	1.33%	$H \times I$		
K	Current Occupied Households	11,048	$(D \times J) + D$		

Goleta, CA Zip Codes	DBS Subscribers Per Zip Code	2010 Census Occupied Households
93111	1,108	6,356
93117	2,271	15,606
Total	3,379	21,962

Competing Provider Penetration Calculation
Cox Communications California, LLC
Unincorporated Santa Barbara County, CA Franchise Area
(Cox Residential Homes Passed Based on Defined Franchise)

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
--	--

Cox Residential Homes Passed (30,762) x 93% (Accounting for Vacancy Rate in Santa Barbara County per 2010 Census)	28,609
---	--------

DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
-------------------	---

Total DBS and DTH Penetration	16.4595%
----------------------------------	----------

Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competive Provider Subscribers/Total Community Occupied Households
-------------------------------------	--

Total Competing Provider Penetration	16.46%
---	--------

Total Zip Code Occupied Households, 2010 Census	49,467
--	--------

Allocation Percentage	57.8345%
-----------------------	----------

Total ECTR Reported Subscribers (Zip Code)	8,142
---	-------

Total Allocated ECTR Subscribers	4,708.89
-------------------------------------	----------

Total Other Competing Provider Subscribers in Franchise Area	
--	--

Santa Barbara County, CA Zip Codes	DBS Subscribers Per Zip Code	2010 Census Occupied HHs Per Zip Code
93013	1,335	5,880
93105	1,678	10,845
93108	813	4,443
93110	937	6,337
93111	1,108	6,356
93117	2,271	15,606
Total:	8,142	49,467