



# DIRECTV<sup>®</sup> BUSINESS VIEWING PACKAGES AND RATES

## DIRECTV<sup>®</sup> COMMERCIAL PACKAGING AND PRICING

**BUSINESS VALUE<sup>®</sup>** Our top package is also our most popular! Business Value offers more than 80 networks of entertainment, sports and news that make this comprehensive package our best value. Complimentary channels also included are BYU TV, CCTV-9, DayStar, EWTV, Link TV, Maria+Vision, NASA TV, ONCE TV, PBS You, RFD TV, TBN, Word Network and World Harvest TV.

A&E	Discovery Channel	Headline News	SCI FI
ABC Family Channel	Discovery Health Channel	The History Channel	Speed Channel
American Movie Classics (AMC)	Discovery Home	History International	Spike TV
America's Store	Discovery Kids	Home & Garden Television (HGTV)	TBS
Animal Planet	Discovery Times Channel	Home Shopping Network	TNT
BBC America	Discovery Wings	The Learning Channel (TLC)	Travel Channel
The Biography Channel	DIY: Do It Yourself Network	Lifetime	TRIO
Black Entertainment Television (BET)	E! Entertainment Television	MSNBC	Turner Classic Movies
Bloomberg Television	ESPN	MTV	Turner South*
Boomerang	ESPN2	MTV2	TV Guide Channel
Bravo	ESPNEWS	National Geographic Channel	TV Land
Cartoon Network	Fine Living	NBA TV	TVG
CNBC	FitTV	Newsworld International	Univision
CNBC World	Food Network	NFL Network	USA Network
CNN	Fox News Channel	Nickelodeon/Nick at Nite (East)	VH1
CNNfn	Fuel	Nickelodeon/Nick at Nite (West)	VH1 Classic
Comedy Central	Fuse	Nicktoons	The Weather Channel
Country Music Television (CMT)	FX	Noggin/The N	YES Network**
Court TV	G4techTV	Outdoor Channel	<i>Plus up to 23 regional sports networks</i>
C-SPAN	Galavisión	Outdoor Life Network	<i>*where available</i>
C-SPAN2	GSN: The Network for Games	Oxygen	<i>**Also available out-of-market,</i>
CSTV	The Hallmark Channel	QVC	<i>Yankee games are excluded</i>

Monthly Fee.....\$64.99

Annual Fee.....\$779.00

**MUSIC CHOICE<sup>®</sup>** A commercial-free, digital quality audio service with up to 47 channels of music in a variety of formats. Plays through your stereo system. Service automatically renews\*\*.

Adult Alternative	Classic R&B	Light Classical	Rock 'En Español *	Soundscapes
Adult Top 40	Classic Rock	Metal	Salsa Y Merengue *	Taste of Italy
Alternative	Classical Masterpieces	Mexicana *	'70s Super Hits	Tejano *
Americana	Contemporary Christian	Musica Urbana *	Show Tunes	Today's Country
Arena Rock	Contemporary Instrumentals	Party Favorites	Showcase	
Big Band & Swing	Dance	Pop Latino *	Singers and Standards	* available on 119°
Bluegrass	Easy Listening	R&B Hip Hop	Smooth Jazz	orbital slot
Blues	'80s Power Hits	Rap	Smooth R&B	
Canciones de Amor	Gospel	Reggae	Soft Rock	
Internacional *	Hit List	Retro-Active	Solid Gold Oldies	
Classic Country	Jazz	Rock	Sounds of the Season	

Monthly Fee.....\$39.99

Annual Fee.....\$449.00

**HD Package** The HD Package includes ESPN HD, Discovery HD Theater, HDNet and HDNet Movies. Experience your favorite sports in high definition with games from MLB, NBA, NFL, NHL, and MLS. You'll also get boxing, events, news and concerts, travel shows, movies and more! To access HDTV channels, customers will need any HDTV set with a built-in DIRECTV<sup>®</sup> Receiver or a DIRECTV-enabled high-definition set-top receiver, and a single 18 x 20- or 18 x 24-inch multi-satellite dish with three LNBs. Service automatically renews\*\*.

Monthly fee.....\$13.99

**Local Channels** Local networks are now available in most metropolitan areas. Service automatically renews\*\*. Call customer service at 888/200-4388 to determine if Local Channels are available in your area.

Monthly Fee.....\$6.99

Annual Fee.....\$83.88

\* & \*\* are explained on Page 7

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.

**DIRECTV® Business Viewing Packages and Rates (Cont.)**

**BUSINESS ENTERTAINMENT®** Give your customers over 40 channels of entertainment programming with this great selection of movie, music and information channels. Complimentary channels also included are BYU TV, CCTV-9, DayStar, EWTN, Link TV, Maria+Vision, NASA TV, ONCE TV, PBS You, RFD TV, TBN, Word Network and World Harvest TV.

A&E	Discovery Health Channel	Lifetime	TBS
ABC Family Channel	E! Entertainment Television	MSNBC	TNT
American Movie Classics (AMC)	Food Network	MTV	Turner Classic Movies
Animal Planet	Fox News Channel	MTV2	TV Land
BBC America	Fuse	National Geographic Channel	Univision
Black Entertainment Television (BET)	FX	Nickelodeon/Nick at Nite (East)	USA Network
Bloomberg Television	Galavisión	Nickelodeon/Nick at Nite (West)	VH1
Bravo	Game Show Network	Nicktoons	YES Network**
Cartoon Network	The History Channel	QVC	
Comedy Central	Home & Garden Television (HGTV)	Regional Sports Network (in-market)	**Not available out-of-market
Country Music Television (CMT)	Home Shopping Network	SCI FI	
Discovery Channel	The Learning Channel (TLC)	Spike TV	

Monthly Fee.....\$44.99                      Annual Fee.....\$539.00

**BUSINESS INFORMATION®** Bring your customers a wealth of news and information with this package of 16 valuable networks. Perfect for a business or professional environment. Complimentary channels also included are BYU TV, CCTV-9, DayStar, EWTN, Link TV, Maria+Vision, NASA TV, ONCE TV, PBS You, RFD TV, TBN, Word Network and World Harvest TV.

Bloomberg Television	CNNfn	Discovery Health Channel	Headline News
CNBC	Court TV	Fox News Channel	MSNBC
CNBC World	C-SPAN	G4techTV	Newsworld International
CNN	C-SPAN2	Game Show Network	The Weather Channel

Monthly Fee.....\$29.99                      Annual Fee.....\$359.00

**NFL SUNDAY TICKET™** Get the biggest selection of NFL games available anywhere throughout the 17-week 2004 regular season, plus the new NFL Network. Give your customers something to cheer about and order NFL SUNDAY TICKET™ for your business today! Local blackout rules apply. Price based on FCO. Fee is non-refundable.

Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee
1 - 500 .....	\$ 399	501 + .....	\$ 599

**ESPN GamePlan** Great college football from top-ranked teams competing around the country — up to 12 games every Saturday during the regular season. Price based on FCO. Fee is non-refundable.

Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee
1-50 .....	\$ 399	201-500 .....	\$ 1,549	2,001-5,000 .....	\$ 3,499
51-100 .....	\$ 749	501-1,000 .....	\$ 1,849	5,001+ .....	\$ 4,499
101-200 .....	\$ 1,249	1,001-2,000 .....	\$ 2,749		

**YES Network** Your source for over 135 exclusive local New York Yankees baseball games, as well as New York Magazine shows and other Northeastern-related regional sports. YES Network will feature live games, with pre- and post-game coverage, other New York area games, replays, classic footage, sports highlights and interview shows. Price based on EVO. Service automatically renews\*\*.

**In-Market:** For viewers in New York, Connecticut, and portions of New Jersey and Pennsylvania with ZIP code ranges of 06000-07999, 08700-14999, 17700-17999 and 18200-18899, rates are as follows:

Estimated Viewing Occupancy	Monthly Fee	Annual Fee	Estimated Viewing Occupancy	Monthly Fee	Annual Fee
1-50 .....	\$ 40.00	\$ 432	201-500 .....	\$ 60.00	\$ 648
51-100 .....	\$ 44.00	\$ 475	501-1,000 .....	\$ 80.00	\$ 864
101-150 .....	\$ 48.00	\$ 518	1,001-2,000 .....	\$ 100.00	\$ 1,080
151-200 .....	\$ 52.00	\$ 562	2,001+ .....	\$ 150.00	\$ 1,620

**Out-of-Market:** Out-of-market customers will be able to view pre- and post-game coverage, as well as other Yankees-related programming. Please note: Yankees games carried on YES Network will be blacked out. To view live New York Yankees baseball, please refer to the MLB EXTRA INNINGS<sub>SM</sub> package. Out-of-market rates are as follow:

Estimated Viewing Occupancy	Monthly Fee	Estimated Viewing Occupancy	Monthly Fee
1-50 .....	\$ 10.00	201-500 .....	\$ 15.00
51-100 .....	\$ 11.00	501-1,000 .....	\$ 20.00
101-150 .....	\$ 12.00	1,001-2,000 .....	\$ 25.00
151-200 .....	\$ 13.00	2,001+ .....	\$ 37.50

**The Golf Channel** TV's first and only 24-hour channel dedicated exclusively to golf. Service automatically renews\*\*.

Monthly Fee.....\$29.95                      Annual Fee.....\$299.00

\* & \*\* are explained on Page 7

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.

**DIRECTV® Business Viewing Packages and Rates (Cont.)**

**NHL® CENTER ICE®** Fire up your business with this package of out-of-market pro hockey games! Get the best action from the NHL – as many as 40 games a week during the regular season! Price based on EVO. Fee is non-refundable.

Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee
1-50 .....	\$ 599	101-150 .....	\$ 999	201-500 .....	\$ 1,399
51-100 .....	\$ 799	151-200 .....	\$ 1,199	501+ .....	\$ 1,699

**NBA LEAGUE PASS** It's a slam dunk for great business! Get incredible pro basketball action from outside your local area – up to 40 games a week during the regular season. With this service, you will also get NBA TV on Channel 601, a service giving fans in-depth coverage and highlights, real time stats and scores, interviews, game previews and much more. Price based on FCO. Fee is non-refundable.

Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee
1-50 .....	\$ 599	151-200 .....	\$ 1,399	1,001-2,000 .....	\$ 3,499
51-100 .....	\$ 799	201-500 .....	\$ 1,999	2,001-5,000 .....	\$ 5,499
101-150 .....	\$ 1,099	501-1,000 .....	\$ 2,499	5,001-10,000 .....	\$ 7,499
				10,001+ .....	\$ 11,999

**ESPN FULL COURT** Exciting coverage of hundreds of the best college games from the top regional men's conferences around the country during the regular season. Price based on FCO. Fee is non-refundable.

Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee
1-50 .....	\$ 399	201-500 .....	\$ 999	2,001-5,000 .....	\$ 1,799
51-100 .....	\$ 599	501-1,000 .....	\$ 1,199	5,001+ .....	\$ 1,999
101-200 .....	\$ 799	1,001-2,000 .....	\$ 1,599		

**WWE® Blast Area** WWE® Blast Area combines the WWE's highly successful monthly pay per view events into a DIRECTV package capable of attracting a new—and loyal—customer base to your establishment. WWE's popularity spans all regions and all demographics. Price based on EVO. Fee is non-refundable.

EVO	SIX-MONTH RATE	À LA CARTE RATE <sup>+</sup>	PROMOTIONAL À LA CARTE RATE <sup>++</sup>
1 - 50	\$1,080	\$300	\$150
51 - 100	\$1,800	\$500	\$250
101 - 200	\$2,520	\$700	\$350
201 - 500	\$3,600	\$1,000	\$500
501 - 750	\$4,500	\$1,250	\$625
751 - 1,000	\$6,000	\$1,700	\$850
1,001 - 1,500	\$9,000	\$2,500	\$1,250
1,501 - 2,000	\$12,000	\$3,500	\$1,750
2,001 - 5,000	\$15,000	\$4,200	\$2,100
5,001 - 10,000	\$18,000	\$5,000	\$2,500
10,001 +	\$21,000	\$6,000	\$3,000

\*Applies to new, first time WWE purchasers only and will be applied to annual packages if purchased.  
 ++Excludes WrestleMania; **WrestleMania pricing separate. Please call 888/200-4388 for more details.**

**MLB EXTRA INNINGS<sup>SM</sup>** Great out-of-market pro baseball coverage! Give your customers the games they want to see with hundreds of games – up to 60 games a week during the 2004 regular season! Price based on EVO. Fee is non-refundable.

Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee
1-50 .....	\$ 599	201-350 .....	\$ 1,399	2,001-5,000 .....	\$ 2,499
51-100 .....	\$ 799	351-500 .....	\$ 1,499	5,001+ .....	\$ 2,999
101-150 .....	\$ 1,049	501-1,000 .....	\$ 1,699		
151-200 .....	\$ 1,249	1,001-2,000 .....	\$ 1,999		

**OPCIÓN COMERCIAL™** Up to 20 Spanish-language video channels featuring sports, news, weather, music and cultural entertainment. Price based on EVO. Service automatically renews\*\*. Requires DIRECTV Multi-Satellite System and telephone connection.

Azteca America*	Discovery En Español	Mun <sup>2</sup>	TyC Sports
Canal Sur	Fox Sports en Español	ONCE México	Univision East
Caracol TV Internacional	Galavisión East	Telefé International	Univision West
Casa Club	HITN-TV	Telemundo East	Utilísima
Cine Latino	México 22	TV Chile	<i>*In local channel markets</i>
CNN En Español	MTV Español	TVE INTL	<i>where available</i>

Estimated Viewing Occupancy	Monthly Fee	Annual Fee	Estimated Viewing Occupancy	Monthly Fee	Annual Fee
1-200 .....	\$ 37.99	\$ 425	201+ .....	\$ 57.99	\$ 599

\* & \*\* are explained on Page 7

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**DIRECTV® Business Viewing Packages and Rates (Cont.)**

**ESPN Classic** Relive the greatest moments in sports! See rare and exclusive programming from the vaults of the NFL, NBA, NHL and Major League Baseball. Plus classic games, fights, series and specials. Service automatically renews\*\*.

Monthly Fee.....\$14.95

Annual Fee.....\$169.00

**ESPN College Grand Slam** Catch the top 16 college baseball teams in action! This package features 16-24 games from the Super-Regional round of the NCAA Division I Baseball Championship, leading up to the 2004 College World Series. Fee is non-refundable.

\$200 per season

**MEGA MARCH MADNESS®** Exclusively from DIRECTV, MEGA MARCH MADNESS® brings customers up to 37 out-of-market CBS-produced broadcasts from the first three rounds of the NCAA® Division I Men's Basketball Tournament, up to and including the Sweet 16®. Pricing for 2004 MEGA MARCH MADNESS® is listed below. Price based on EVO. Fee is non-refundable.

Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee
1-50 .....	\$ 425	201-500 .....	\$ 850	2,001-5,000 .....	\$ 1,350
51-100 .....	\$ 550	501-1,000 .....	\$ 975	5,001-10,000 .....	\$ 1,650
101-200 .....	\$ 675	1,001-2,000 .....	\$ 1,100	10,001+ .....	\$ 1,950

**MLS DIRECT KICK™** Follow your favorite Major League Soccer teams and players throughout the 2004 season with MLS DIRECT KICK™. You'll see top matchups during the regular season and select playoff games during the post season. Fee is non-refundable. Fee is non-refundable.

\$100 per season

**Fox Sports World** A single source of viewing sports action from around the globe. See soccer action and exclusive coverage of the world's best rugby leagues, as well as first class international sports such as tennis, boxing, auto racing, superbikes and a variety of sports news and magazine news. Fee is non-refundable. Service automatically renews\*\*.

Monthly Fee.....\$45.99

Annual Fee.....\$499.00

**PBS** This channel features many popular programs, such as NOVA, Antiques Roadshow, ExxonMobil Masterpiece Theatre, and Mystery! PBS is available to those living outside the DIRECTV Local Channel availability area. Service automatically renews\*\*.

Monthly Fee.....\$1.70

**Jadeworld** Now you can get five Chinese-language channels in one affordable package! Channels include JADE-East, JADE-West, Jadeworld Super Channel, The Chinese Movie Channel and CCTV-4. Requires DIRECTV Multi-Satellite System and telephone connection. Service automatically renews\*\*.

Monthly Fee.....\$36.99

Annual Fee.....\$443.00

**Phoenix TV** Entertainment the whole family can enjoy! Premiere Chinese language programming featuring up-to-the-minute news, current affairs, financial market updates, variety shows, and dramas from China, Hong Kong and Taiwan. Programs include Good Morning China, Behind the Headlines, Asian Journal, City Complex, Phoenix Tonight, Trendy Guide, Perfect Match, and more! Service automatically renews\*.

Monthly Fee.....\$19.99

Requires DIRECTV Multi-Satellite System and telephone connection.

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