



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

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

**NFL SUNDAY TICKET<sup>™</sup>** Turn Sunday into Game Day and watch your weekend business grow! Get the biggest selection of games available anywhere throughout the 2004 regular season plus the new NFL Network. Local blackout rules apply. 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 .....	\$ 749	351-500 .....	\$ 3,199	1,501-2,000 .....	\$ 9,099
51-100 .....	\$ 1,199	501-750 .....	\$ 3,549	2,001-5,000 .....	\$ 16,499
101-200 .....	\$ 2,049	751-1,000 .....	\$ 4,549	5,001-10,000 .....	\$ 32,999
201-350 .....	\$ 2,899	1,001-1,500 .....	\$ 7,099	10,001+ .....	\$ 39,999

**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		

**ESPN Networks** Your customers will enjoy four channels of 24-hour sports from a leader in sports coverage: ESPN, ESPN2, ESPNNews and now including ESPN Classic! Service automatically renews\*\*.

Monthly Fee.....\$50.00

Annual Fee.....\$599.00

**COMMERCIAL CHOICE<sup>®</sup>** Treat your customers to a wealth of entertainment, news and information. This package delivers favorite networks such as TNT and CNN, plus networks like Speed Channel and Outdoor Life Network not found on most cable systems. Price based on EVO. Service automatically renews\*\*. 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	CSTV	The History Channel	SCI FI
ABC Family Channel	Discovery Channel	History International	Speed Channel
American Movie Classics (AMC)	Discovery Health	Home & Garden Television (HGTV)	Spike TV
America's Store	Discovery Home	Home Shopping Network	TBS
Animal Planet	Discovery Kids	The Learning Channel (TLC)	TNT
BBC America	Discovery Times Channel	Lifetime	Travel Channel
The Biography Channel	Discovery Wings	MSNBC	TRIO
Black Entertainment Television (BET)	DIY: Do It Yourself Network	MTV	Turner Classic Movies
Bloomberg Television	E! Entertainment Television	MTV2	Turner South*
Boomerang	Fine Living	National Geographic Channel	TV Guide Channel
Bravo	FitTV	NBA TV	TV Land
Cartoon Network	Food Network	NewsWorld International	TVG: The Interactive
CNBC	Fox News Channel	NFL Network	Horsereading Network
CNBC World	Fuel	Nickelodeon/Nick at Nite (East)	Univision
CNN	Fuse	Nickelodeon/Nick at Nite (West)	USA Network
CNNfn	FX	Nicktoons	VH1
Comedy Central	G4techTV	Noggin/The N	VH1 Classic
Country Music Television	Galavisión	Outdoor Channel	The Weather Channel
Court TV	GSN: The Network for Games	Outdoor Life Network	
C-SPAN	The Hallmark Channel	Oxygen	
C-SPAN2	Headline News	QVC	

\*where available

Estimated Viewing Occupancy	Monthly Fee	Annual Fee	Estimated Viewing Occupancy	Monthly Fee	Annual Fee
1-50 .....	\$ 36.99	\$ 419	201-500 .....	\$ 79.99	\$ 799
51-100 .....	\$ 47.99	\$ 529	501-1,000 .....	\$ 95.99	\$ 909
101-150 .....	\$ 58.99	\$ 589	1,001-2,000 .....	\$ 116.99	\$ 1,059
151-200 .....	\$ 69.99	\$ 699	2,001+ .....	\$ 139.99	\$ 1,299

**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

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

**Fox Sports Net** Get coverage of your local in-market professional teams, great collegiate action and much more on these regional sports networks from Fox Sports Net: NESN, Fox Sports Net North, MSG, Sunshine Network, Comcast Sports Net Mid-Atlantic, Empire Sports Network and Fox Sports networks, including Fox Sports Net Arizona, Detroit, Midwest, Northwest, Pittsburgh, Rocky Mountain, South, Southwest, West and West 2. Price based on EVO. Service automatically renews\*\*.

Estimated Viewing Occupancy	Monthly Fee	Annual Fee	Estimated Viewing Occupancy	Monthly Fee	Annual Fee
1-50 .....	\$ 54.95 .....	\$ 600	151-200 .....	\$ 129.95 .....	\$ 1,450
51-100 .....	\$ 74.95 .....	\$ 795	201+ .....	\$ 154.95 .....	\$ 1,755
101-150 .....	\$ 99.95 .....	\$ 1,125			

**SPORTSCHANNEL<sup>SM</sup>** Get your local in-market professional teams, an incredible selection of terrific collegiate sports and more on seven regional sports networks: Fox Sports Net Bay Area, Fox Sports Net Chicago, Fox Sports Net Cincinnati, Fox Sports Net Florida, Fox Sports Net New England, Fox Sports Net New York and Fox Sports Net Ohio. Price based on EVO. Service automatically renews\*\*.

Estimated Viewing Occupancy	Monthly Fee	Annual Fee	Estimated Viewing Occupancy	Monthly Fee	Annual Fee
1-50 .....	\$ 54.95 .....	\$ 600	151-200 .....	\$ 129.95 .....	\$ 1,450
51-100 .....	\$ 74.95 .....	\$ 795	201+ .....	\$ 154.95 .....	\$ 1,755
101-150 .....	\$ 99.95 .....	\$ 1,125			

**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® 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. Price based on EVO. Service automatically renews\*\*.

Estimated Viewing Occupancy	Monthly Fee	Estimated Viewing Occupancy	Monthly Fee
1-50 .....	\$ 49.00	501-1,000 .....	\$ 84.00
51-100 .....	\$ 54.00	1,001-5,000 .....	\$ 115.00
101-200 .....	\$ 59.00	5,001-10,000 .....	\$ 189.00
201-500 .....	\$ 69.00	10,001+ .....	\$ 299.00

**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		

**MUSIC CHOICE<sup>®</sup>** A commercial-free, digital-quality audio service with over 40 channels of music in a variety of formats. Plays through your stereo system. Service automatically renews\*\*.

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

Monthly Fee.....\$39.99                      Annual Fee.....\$449.00

**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

**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

**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

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

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

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

**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.

<sup>+</sup>Excludes WrestleMania; WrestleMania pricing is separate. Please call 888/200-4388 for more details.

**YES Network** Your source for up to 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

**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		

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

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

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

**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

**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

**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

**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.....\$44.99                      Annual Fee.....\$539.00

**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.

\$100 per season

**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

**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! Requires DIRECTV Multi-Satellite System and telephone connection. Service automatically renews\*.

Monthly Fee.....\$19.99

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

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