



DIRECTV



ACN

Market Opportunity

99

MILLION HH

SUBSCRIBE TO ANY
PAY TV SERVICES
IN 2017



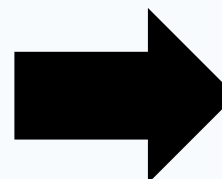
OVER 21

**MILLION
CONSUMERS**

have DTV
as their main
Paid TV Service



DIRECTV



\$109

MILLION

Dollars of revenue
Was generated in Pay TV
Services in 2017



HOW DO YOU GET INVOLVED?

Start Selling the #1 Pay TV Service in Customer Satisfaction with DTV



Target Market

- 1 How do you and your family normally watch entertainment or TV?
- 2 Do you find it important to be able to record shows & watch at later day/time?
- 3 Who is your current TV Provider? Are you in a contract? What do you like best?
- 4 How do you watch entertainment when you travel?
- 5 Does your current TV provider allow you to watch your shows on the road?

Overcoming Common Customer Objections

Words That Work

When discussing DIRECTV™, customers may have questions about making the switch to satellite TV service. The most common issues raised by customers include satellite installation and signal reliability:

"I completely understand where you're coming from. Many of our new customers have that concern at first too."

"I can see why you'd have questions about that. I was worried about the installation when I first signed up."

"I can certainly understand your concern. Lots of our current customers had questions about signal reliability initially."

Reassure

*"I'm worried about what a DIRECTV™ satellite dish will look like."
"I just don't want someone drilling holes for new equipment."*

"A professional installer will evaluate your property to determine the best location for the satellite dish based on your structure. If it's still a concern the installer can even place the dish on a pole in a discreet area of your property."

"I heard satellite goes out sometimes."

"Reliability is one of the most important factors to consider when choosing any TV Service. DIRECTV™ offers 99% worry-free signal reliability so that you can access the best entertainment. Plus DIRECTV™ is #1 in customer satisfaction compared to other major cable and satellite providers."

*Claim based on 2017 ACSI survey of customers ranking their own TV provider's performance.



Why DTV?

The DIRECTV™ Advantage

- **DIRECTV is #1 in customer satisfaction** compared to other major cable and satellite providers
- **The Best 4K Entertainment Experience. Available – only on DIRECTV**
Original shows, hit movies on demand and the most live sports in 4K
- **Watch Live TV Before Installation** – Customers can view programming on day one with the DIRECTV App or with their computer at DIRECTV.com
- **No Equipment to Buy**
- **Undisputed Leader in Sports** – Whatever the game, DIRECTV has you covered. Get everything from international soccer to college hoops to every out-of-market NFL game, every Sunday with NFL Sunday Ticket
- **It's Your TV, Take it with You** – With the DIRECTV App, your TV goes where you go



Grab your Sales Guide



CATEGORY	SELECT™ Package OUR BEST VALUE	ENTERTAINMENT Package OUR BEST VALUE WITH SPORTS	CHOICE™ Package FOR TV THAT ALWAYS BEATS CABLE	XTRA Package FOR MORE CHANNELS, MOVIES & SPORTS	ULTIMATE Package FOR MOVIE LOVERS	PREMIER™ Package FOR EVERYTHING YOU WANT IN TV ENTERTAINMENT
# HD CHANNELS	55+	60+	80+	100+	105+	185+
TOTAL CHANNELS	155+	160+	185+	235+	250+	330+
FAMILY	Animal Planet, Discovery, Disney, History, Nickelodeon		Nick Jr., Nicktoons, Science, WGN America	Family Channel, Discovery Life, Universal Kids	STARZ ENCORE Family	HBO Family
LIFESTYLE	BET, Food Network, Hallmark, HGTV	Bravo, MTV	Cooking Channel, Discovery, E!, Fuse, Travel Channel	Destination America, DIY Network, fyi, Logo, Nat Geo WILD, Ovation, Oxygen	Boomerang, El Rey	Hallmark Movies & Mysteries, HBO Signature
SPORTS	USA Network	ESPN, ESPN2, FOX Sports 1, NBC Sports Network	BTN, ESPNEWS, ESPNU, MLB Network, NFL Network, Tennis Channel	CBS Sports Network, FOX Sports 2, Golf Channel, NBA TV, NHL Network	Univision Deportes Network	Altitude Sports, beIN SPORTS, ESPN Classic, Spectrum SportsNet, SPORTS PACK
MOVIES	A&E, AMC, TBS	FX Movie Channel, TNT	IFC, SundanceTV, TCM	LMN	All 8 STARZ ENCORE channels and THE MOVIE CHANNEL	Cinemax® FLIX® HBO® SHOWTIME® STARZ®
NEWS	CNN, FOX News Channel		CNBC, FOX Business Network	BBC World News, UNIVERSO		

The DTV Sales Guide located on ACN Compass is your one stop location for all your DTV needs!

- Equipment Offers
- Package prices and DTV special offers
 - Start with Choice or Ultimate Packages for the BEST value
 - Always FREE – 3 months of HBO, Showtime, STARZ and Cinemax (over \$161 in VALUE this is HUGE!)

Pro Tip: Remember our prices are listed for 1 TV ONLY and for months 1-12



Who Can I Sign Up?

Eligible Customers

Customers who are not currently using AT&T DTV video services

Customers who have AT&T service such as phone, internet, or both but **NOT** video service

Customers who have AT&T service such as phone, internet, or both but **NOT** video service and are moving and wish to add DIRECTV

Ineligible Customers

Customers who current have U-verse service and want to change to DIRECTV

Customers who had a DIRECTV account in the past 24 months

Customers who have an outstanding balance owed to DIRECTV

How to Order

Access the DIRECTV online order portal from your ACN Storefront by selecting Satellite TV and then clicking on Shop Now on the DIRECTV landing page.

The image shows a composite of two screenshots from the ACN website. The left screenshot is a 'CHECK SERVICE AVAILABILITY' form with the following fields and options:

- Address*
- Apartment
- Zip Code*
- IBO ID #
- Moving?
- Existing Customer
- Search button

The right screenshot shows the 'NFL SUNDAY TICKET' interface on a television screen. It features a grid of game highlights with the following scores:

Time	SD	DEN	Score	Time	KAN	DAL	Score	Time	PHI	WAS	Score	Time	NE	MIA	Score
1ST 2:10	3	10	7-10	1ST 2:45	7	0	7-0	1ST 3:04	7	3	7-3	1ST 1:56	7	3	7-3
1ST 3:17	3	0	3-0	1ST 2:18	7	3	7-3	1ST 2:37	0	0	0-0	1ST 1:45	0	7	0-7

Additional information on the screen includes 'Menu', 'OAK 3 NYJ 7', '2ND 15:00', '715', and '1:35 PM'. The background of the entire image shows a satellite dish in a dark, industrial setting.

Order Process – Check Serviceability for **NEW** Customers

Enter the service address to view available DIRECTV offers. The website will offer suggestions when typing in the address to minimize typos.

Pro Tip: Don't forget to ensure your IBO ID number is captured.

The image shows a web form titled "CHECK SERVICE AVAILABILITY AT YOUR ADDRESS". The form includes several input fields: "Address*", "Apartment", "Zip", "IBO ID #", and two checkboxes labeled "Mo" and "Ex". A blue "Search" button is located at the bottom of the form. A dropdown menu is open, displaying five address suggestions, each with a location pin icon and the text "2150 [Street Name] [City], CO, USA". The suggestions are: "2150 Kipling Street Lakewood, CO, USA", "2150 Kinner Street Castle Rock, CO, USA", "2150 Kahala Circle Castle Rock, CO, USA", "2150 Kingsfield Street Castle Rock, CO, USA", and "2150 Kearney Street Denver, CO, USA". The text "powered by Google" is visible in the bottom right corner of the dropdown menu.

CHECK SERVICE AVAILABILITY
AT YOUR ADDRESS

Address*

Apartment

Zip

IBO ID #

Mo

Ex

Search

2150 k|

- 2150 Kipling Street Lakewood, CO, USA
- 2150 Kinner Street Castle Rock, CO, USA
- 2150 Kahala Circle Castle Rock, CO, USA
- 2150 Kingsfield Street Castle Rock, CO, USA
- 2150 Kearney Street Denver, CO, USA

powered by Google

Order Process – Moving *OR* Existing Customer

CHECK SERVICE AVAILABILITY
AT YOUR ADDRESS

Address*

Apartment Zip Code*

IBO ID # Moving? Existing Customer

Search

If the customer qualifies as an **Existing Customer** or a **Move Customer** please have them check the appropriate box after entering the new address or the customer's current address where DIRECTV service will be added.

- **Existing Customer** A customer who currently has AT&T service such as phone, internet, or both but **NOT** video service
- **Move Customer** A customer currently has AT&T service such as phone, internet, or both but **NOT** video service *and* are moving and wish to add DIRECTV at their new location

Customers will be asked for their current service address and account information on their existing AT&T account. Move customers will also be required to submit their move in date.

Pro Tip: A 'wired account number' is a landline, not a mobile telephone number.

Order Process – Viewing Offer Results

- Once the serviceability check completes, available offers will be displayed.
- To see all offers, click on the down arrow and scroll to down.
- The total amount of offers will vary by location.
- To select a package, simply click on the 'Add to Cart' button.

Pro Tip: Please note that the pricing is for months 1-12 of the contract and a higher price will apply for months 13-24.

The screenshot displays the ACN website interface for viewing offer results. The top navigation bar includes the ACN logo, AT&T Authorized Retailer, Total Offer(s) 23, Build your own Bundle button, and Video From \$19.99/Month. A red arrow points to a dropdown arrow next to the price. The main content area shows three offers from ATT-DIRECTV: DIRECTV CHOICE All Included (\$45.00 / Month for 12 months), DIRECTV SELECT All Included (\$35.00 / Month for 12 months), and DIRECTV XTRA All Included (\$55.00 / Month for 12 months). Each offer includes a 'Special Offer Limited Time' badge, 'Add To Cart', 'View Details', and 'Compare' buttons. The right sidebar contains search filters for service providers (ATT-DirectTV), product name, and price range (\$19.99 to 110). A 'Compare up to 3 offers!' button is also present.

Order Process – Complete Your Order

The screenshot displays a multi-step online order form for ACN. The form is divided into several sections:

- ELIGIBLE DISCOUNTS:** Offers a \$55 off for 12 months with waived fees and some equipment included, and a \$5 off per month for 12 months when signing up for Auto Bill Payment.
- YOUR INFORMATION:** Fields for First Name, Last Name, Primary Phone No, Secondary Phone No, and Email Address.
- TERMS AND CONDITIONS:** Includes CPNI Authorization and a checkbox for "Yes I agree to terms and conditions".
- VERIFICATION:** Fields for Social Security Number and Birth Date (MM/DD/YYYY).

Additional details visible in the screenshot include a shipping address (2150 Kemery Rd, Akron, OH), a "Select a Security Question" dropdown, an "Answer to your Security Question" field, and a "Security Pin (4 Digit)" field. The form also includes a "Billing Address" section with options for "Same As Service Address" or "Billing Address different from Service Address?".

Once added to the cart complete the information below to check out:

- Select Eligible Discounts
- Enter Your Information
- Complete Verification
 - Pin and Security Question will be used to set up your online account
 - Social Security number and birthdate will be required to complete credit verification
- Agree to the Terms and Conditions

Order Process – Equipment Customization

Next, the customer will be directed to select the number and type of receivers. The type, price and payment for the receiver(s) has many factors and will vary widely.

Customers will need a receiver for each TV. Visit ACN Compass for an equipment overview.

DTV RECEIVER CUSTOMIZATION

Select the TOTAL number of TVs to be connected to DIRECTV. Each TV room requires a receiver for DIRECTV service. *

Additional receivers are \$7 per month each. You will need a receiver for each TV room.

<input type="radio"/> 1 TV Total ⓘ	no charges
<input type="radio"/> 2 TVs Total ⓘ	\$7.00 / Month
<input type="radio"/> 3 TVs Total ⓘ	\$14.00 / Month
<input type="radio"/> 4 TVs Total ⓘ	\$21.00 / Month
<input type="radio"/> 5 TVs Total ⓘ	\$28.00 / Month
<input type="radio"/> 6 TVs Total ⓘ	\$35.00 / Month

Select the type of equipment you would like for your main TV. Pricing based on qualifying credit. Equipment fees will require payment by credit or debit card. *

You can choose a Genie, HD DVR, Genie Lite, TiVo HD DVR or HD Receiver for your main TV.

<input type="radio"/> Genie Lite, your price includes a \$99 rebate ⓘ	no charges
<input type="radio"/> Genie, your price includes a \$299 rebate ⓘ	no charges
<input type="radio"/> HD DVR ⓘ	\$199.00 / OneTime
<input type="radio"/> HD Receiver ⓘ	\$99.00 / OneTime
<input type="radio"/> TiVo® HD DVR from DIRECTV ⓘ	\$199.00 / OneTime

[Continue](#)

2150 Kemery Rd, Akron, OH, 44333-1940

[Change Address](#)

My Cart

[DIRECTV CHOICE All Included](#) \$105.00 / Month

\$55 Off for Twelve Months (Save \$55 / month)	(\$55.00)/Month
\$5 off for 12 months when I enroll in Auto Bill Pay. (Save \$5 / month)	(\$5.00)/Month
\$299 upfront fee (excluding equipment cost).	\$299.00/OneTime
1 Premium Channel	\$13.99/Month
Regional Sports Fee	\$7.49/Month

Total Monthly Fees: \$66.48
Total One-Time Fees: \$299.00
Grand Total: \$365.48

Select the type of equipment you would like for your additional TVs. Pricing based on qualifying credit. Equipment fees will require payment by credit or debit card. *

You can choose Genie Minis, HD Receivers, HD DVRs, TiVo HD DVRs or RVUs for your additional TVs.

<input type="checkbox"/> 1 Genie Mini, your price includes a \$99 rebate. You must choose the specific type of Genie Mini. ⓘ	no charges
<input checked="" type="checkbox"/> 1 HD DVR ⓘ	\$199.00 / OneTime
<input type="checkbox"/> 1 HD Receiver ⓘ	\$99.00 / OneTime
<input type="checkbox"/> 1 TiVo® HD DVR from DIRECTV ⓘ	\$199.00 / OneTime
<input type="checkbox"/> 2 Genie Minis, your price includes a \$198 rebate. You must choose the specific type of Genie Minis. ⓘ	no charges
<input type="checkbox"/> 2 HD DVRs ⓘ	\$398.00 / OneTime
<input type="checkbox"/> 2 HD Receivers ⓘ	\$198.00 / OneTime
<input type="checkbox"/> 2 TiVo® HD DVRs from DIRECTV ⓘ	\$398.00 / OneTime
<input type="checkbox"/> 3 Genie Minis, your price includes a \$297 rebate. You must choose the specific type of Genie Minis. ⓘ	no charges
<input type="checkbox"/> 3 HD DVRs ⓘ	\$597.00 / OneTime
<input type="checkbox"/> 3 HD Receivers ⓘ	\$297.00 / OneTime
<input type="checkbox"/> 3 TiVo® HD DVRs from DIRECTV ⓘ	\$597.00 / OneTime
<input type="checkbox"/> 4 Genie Minis, your price includes a \$347 rebate. You must choose the specific type of Genie Minis. ⓘ	\$49.00 / OneTime
<input type="checkbox"/> 4 HD DVRs ⓘ	\$796.00 / OneTime
<input type="checkbox"/> 4 HD Receivers ⓘ	\$396.00 / OneTime
<input type="checkbox"/> 4 TiVo® HD DVRs from DIRECTV ⓘ	\$796.00 / OneTime
<input type="checkbox"/> 5 Genie Minis, your price includes a \$397 rebate. You must choose the specific type of Genie Minis. ⓘ	\$98.00 / OneTime
<input type="checkbox"/> 5 HD DVRs ⓘ	\$995.00 / OneTime
<input type="checkbox"/> 5 HD Receivers ⓘ	\$495.00 / OneTime
<input type="checkbox"/> 5 TiVo® HD DVRs from DIRECTV ⓘ	\$995.00 / OneTime
<input type="checkbox"/> No Additional TVs ⓘ	no charges

[Continue](#)

Order Process – Check Out

CREDIT CARD INFORMATION

Name on Credit Card

Credit Card Type *

Expiration Date (YYYY-MM) *

Credit Card Billing Zip *

Continue

My Cart

DIRECTV ENTERTAINMENT All Included	\$90.00 / Month
\$45 Off for Twelve Months (Save \$45 / month)	(\$45.00)/Month
\$5 off for 12 months when I enroll in Auto Bill Pay. (Save \$5 / month)	(\$5.00)/Month
2 TVs Total	\$7.00/Month
Total Monthly Fees:	\$47.00
Total One-Time Fees:	\$0.00
Grand Total:	\$47

The customer will be required to confirm their information and if applicable, enter their payment details.

The total amount seen in the cart is the amount that must be paid before the install can occur.

This page will appear on a customer-by-customer basis and the deposit amount will vary.

Order Process – Select Your Installation Date

The next step is to select an installation date and time from the list of options provided by DIRECTV.

This is a Preferred Date. Should the date change, your customer will be advised via email.

Additional charges may be required at installation if extra materials are needed, but the technician will explain this to your customer and provide a written estimate before completing the install.

Pro Tip: For the best possible experience, choose a date within 72 hours from the order date. Never more than three days!

The screenshot shows the 'AVAILABLE APPOINTMENTS' section of a website. It features a dropdown menu for selecting an appointment date and time, currently set to '3/1/2018 8:00:00 AM - 3/1/2018 12:00:00 PM'. To the right, there is a 'Change Address' button and a 'My Cart' section. The cart details include:

Item	Price
DIRECTV ENTERTAINMENT All Included	\$90.00 / Month
\$45 Off for Twelve Months (Save \$45 / month)	(\$45.00)/Month
\$5 off for 12 months when I enroll in Auto Bill Pay. (Save \$5 / month)	(\$5.00)/Month
2 TVs Total	\$7.00/Month
Total Monthly Fees:	\$47.00
Total One-Time Fees:	\$0.00
Grand Total:	\$47

Order Confirmation

Success! The Order Confirmation Page will appear when an order is successfully placed. At this time, the customer will receive an email from ATT DIRECTV confirming the order.

The customer and IBO should write down the number for record keeping and the customer can use it for setting up their online account or for customer service requests.

Pro Tip: Your customer may be contacted after the order is placed if any additional information is required. All contacts will come from an AT&T authorized center. ACN IBO Ownership will be retained when responding to this contact information.

AT&T
Authorized Retailer

Your order has been placed successfully, Your AT&T confirmation number is HCGQ9E3EZVVD

Activation & Installation Instructions

Important Message:
Thank you for selecting AT&T! When you connect to AT&T, you connect to people who are committed to bringing the best satellite TV, high-speed Internet and phone bundles.

Product(s) Ordered:
1. DIRECTV CHOICE All Included

DTV Installation Schedule : 03/26/2018 08:00:00 AM-12:00:00 PM (This is a P an appointment)

Customer Information

Customer Name: [REDACTED]
Order Date: 3/22/2018 12:07:07 PM
Service Address: [REDACTED]
Phone: [REDACTED]
Email: [REDACTED]

Invoiced Charges

Total Monthly Fees: \$180.42
Total One Time Fees: \$398.00
Grand Total: \$578.42

My Cart

DIRECTV ENTERTAINMENT All Included \$90.00 / Month
\$45 Off for Twelve Months (Save \$45 / month) (\$45.00)/Month

Important account information

Hello, [REDACTED]

Thank you for your recent order.

Your order number is: 1802B23273

Your request for DIRECTV ULTIMATE All Included has been received and will be processed within the next 24 hours. You will receive another email shortly with an updated status of your order.

Your billing address is:
[REDACTED]

Your service address is:
[REDACTED]

Thanks again for choosing AT&T.

AT&T
Monday - Friday: 8:00 am - Midnight ET
Saturday - Sunday: 10:00 am - 9:00 pm ET

Questions?
Please use the contact information above for questions regarding this message or go to [att.com/lookuptv](#) for more options. This is an automated email so replies to the address will not be answered.

[Privacy Policy](#) | [Terms of Service](#) - Internet

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Get Streaming Today



Customers can enjoy DIRECTV Today

with the DTV App

Takes 2 - 3 min and reduces cancel rates!

(See sign up Details on ACN Compass)

Steps:

1. Launch DIRECTV App
2. Click on "Don't have an account? Create one."
3. Enter Account Number and Last Name* and Click "Continue"
4. Create password > click "Create Account"
5. Login to DIRECTV App

**Last name must match exactly as it appears on the DIRECTV account*

Post Sale Checklist

- ✓ Ensure that the DTV App is running on the customers phone/tablet
- ✓ Make sure your customer makes note of their installation window and ensures that an adult is present during that time.
- ✓ Do NOT cancel their current TV service until installation is completed.
- ✓ If your customer lives in a Multi Dwelling Unit or HOA help them download and complete the [Landlord Permission Form](#) prior to installation. This must be provided to the installer.
- ✓ Depending on the customer's existing relationship with AT&T, they can set up a new DIRECTV account, use their existing myATT log-in or they will receive an email from AT&T with a new AccessID. Customers who declined to give an email will be receive their username and password via USPS

