



October 17, 2007 - February 26, 2008

Programming Promotion

CHOICE	\$39.99 FOR 12 MONTHS*
CHOICE XTRA	\$44.99 FOR 12 MONTHS* + 3 MONTHS FREE Starz® and SHOWTIME®
PLUS DVR	\$49.99 FOR 12 MONTHS* + 3 MONTHS FREE Starz® and SHOWTIME®
PLUS HD DVR	\$59.99 FOR 12 MONTHS* + 3 MONTHS FREE Starz® and SHOWTIME®
PREMIER	\$89.99 FOR 12 MONTHS* + 3 MONTHS FREE Starz® and SHOWTIME®

*\$10 bill credit per month for 1 year – Rebate good for 12 consecutive months with CHOICE™ package or greater Rebate may be completed online or by mail. Rebate is located at: <http://www.directv.com/rebate> 3 FREE months of Starz® Super Pack and SHOWTIME UNLIMITED® with CHOICE XTRA™ or greater.

\$100 Advanced Equipment INSTANT Rebate

No redemption is required for the rebate! (Continues from Q3)

- In order to qualify for the \$100 instant rebate, customers must subscribe to Choice Xtra or above and system operator must choose an advanced receiver (HD, DVR or HD DVR) when submitting a CID request.

SPANISH LANGUAGE PACKAGE PROMOTIONS

Now our Spanish subscribers can benefit too with monthly savings all year long.
MÁS PACKAGES

BÁSICO™	\$19.99 FOR 12 MONTHS*
FAMILIAR™	\$32.99 FOR 12 MONTHS* + 3 MONTHS FREE Starz® and SHOWTIME®
FAMILIAR ÚLTRA™	\$39.99 FOR 12 MONTHS* + 3 MONTHS FREE Starz® and SHOWTIME®
LO MAXIMO™	\$87.99 FOR 12 MONTHS* + 3 MONTHS FREE Starz® and SHOWTIME®

*\$10 bill credit per month for 1 year – Rebate good for 12 consecutive months with BÁSICO™ package or greater Rebate may be completed online or by mail. Rebate is located at: <http://www.directv.com/rebate>

**\$12 bill credit per month for 1 year – Rebate good for 12 consecutive months with FAMILIAR ÚLTRA™

package or greater Rebate may be completed online or by mail. Rebate is located at:
<http://www.directv.com/rebate>

3 FREE months of Starz® Super Pack and SHOWTIME UNLIMITED® with FAMILIAR ÚLTRA™ or greater.

OFFER DATES & ELIGIBILITY:

- Order October 17, 2007 through February 26, 2008.
- Must activate within 30 days or by March 26, 2008.
- New, Direct to Home customers only (MDU and JDU)
- Bulk customers do not qualify for these promotions
- Based on approved credit
- 12 Month Programming commitment required for standard, HD, DVR and HD DVR receivers

If customers are still interested in the Q3 NFL Ticket promotion, that promo will overlap until the 10/31/07 expiration.

No redemption is required for the rebate! (Continues from Q3)

- In order to qualify for the \$100 instant rebate, customers must subscribe to Choice Xtra or above and system operator must choose an advanced receiver (HD, DVR or HD DVR) when submitting a CID request.

[\[return to top\]](#)

DIRECTV NATIONAL HD ROLLOUT:

OVERVIEW

- On 9/19/07, DIRECTV began to launch new national HD channels, promising up to 100 channels by the end of the year!
- Launch dates will be staggered throughout the year due to satellite capacity and carriage agreements
- HD Access (\$9.99/mo.) is still required for all HD receiver activations

Important Information for the MDU Market

- **Only properties that are wired with either MFH2 or MFH3 technology can deliver the new HD channels.**
 - The MFH2 equipment needed to deliver the new HD channels is not available now, but will be in limited quantity before the end of the year.
 - By Q1 2008, the equipment will be widely available.
- Existing properties are able to deliver the new HD channels only after the property has been upgraded with either MFH2 or MFH3 technology.
- Before communicating to customers that they will receive the new HD channels, please confirm plans to upgrade the property and customer unit.
- **During the HD rollout, current customers may experience intermittent signal outage with their HD programming. If your subscribers experience any such HD outages they should**

subside within 24 hours. If any HD channel outage continues to occur, please refer them to DIRECTV's customer support at 1-800-347-3288.

CHANNEL LOCATION

- HD channels will be located on the same channel as the Standard Definition (SD) channel that exists today
- Only customers with the new HD receivers that are set to the KaKu dish will see the new channel with "HD" at the end of the channel name within the programming guide (default settings on the receiver will hide the SD channel)

Special MDU rules:

- **If the Guided Setup Menu selection is set to 3-LNB, they will not see the new channels in their guide, which will avoid confusion for customers that cannot receive the new channels.**
- There will be six instances where an HD channel that is not a direct simulcast with its SD counterpart will have a 'dash 1' after the channel number:
 - Food Network is on 231. Food Network HD will be on 231-1.
 - HGTV is on ch. 229. HGTV HD will be on ch. 229-1
 - NBA TV is on ch. 601. NBA TV HD will be on ch. 601-1.
 - 3 RSNs (CSN West HD, FSN Midwest HD, & FSN Pittsburgh HD)

*The dash is located on the lower left corner of the white remote control

- HD channels that exist today will continue to be broadcast on their current channel numbers as well as the new location.

Example: ESPN HD will continue to be on ch. 73 as well as ch. 206 (where the SD channel also resides).

- These channels are identified as "available today" in the following charts.
- Before the end of the year, the old HD neighborhood of channels will go away.

DIRECTV® HD XTRA PACK

- 3 existing HD channels (HDNet, HDNet Movies, & Universal HD) will be combined with 3 new HD channels to form the new "DIRECTV® HD XTRA PACK"
- This package will cost \$4.99/mo. in addition to the \$9.99/mo HD Access fee.
- These 6 channels do not currently have an SD counterpart
- Customers that have activated prior to 9/19/07 will receive this package free until 12/15/07. After which, the package will roll-off unless they call to continue.
- New customers activating after 9/19/07 will get a free preview of this package for 3 months beginning at activation (month 4 TBD)
 - **We are confirming how this will be managed for the MDU market, since the new channels are only visible to a small number of properties.
- This package should not be advertised in marketing materials

GENERAL MARKET HD CHANNELS

DATES AND PROGRAMMING SUBJECT TO CHANGE.

This list shows September and October launches only. More channels are planned for November and December.

Launch Date	CHOICE (25 HD Channels)	CHOICE XTRA (30 HD Channels)
Available Today	Discovery HD Theater (ch. 76) ESPN HD (ch. 206) ESPN2 HD (ch. 209) The 101 HD (ch. 101) TNT HD (ch. 245)	(same as CHOICE)
Sept. 19 '07	A&E HD (ch. 265) Big Ten Network HD (ch. 220) Cartoon Network (ch. 296) CNN HD (ch. 202) Food Network HD (ch. 231-1) HGTV-HD (ch. 229-1) The History Channel HD (ch. 269) NFL Network HD (ch. 212) TBS in HD (ch. 247) The Weather Channel HD (ch. 362)	(same as CHOICE) As well as: National Geographic Channel HD (ch. 276) Versus HD/Golf Channel HD (ch. 604)
Sept. 28 '07	Cartoon Network (ch. 296)	
Oct. 8 '07	Animal Planet HD (ch. 282) Bravo HD (ch. 273) Discovery Channel HD (ch. 278) FX HD (ch. 248) Sci-Fi Channel HD (ch. 244) The Learning Channel HD (ch. 280) USA Network HD (ch. 242) CNBC HD (ch. 355)	(same as CHOICE) As well as: Fuel TV HD (ch. 612) The Science Channel HD (ch. 284) Speed Channel HD (ch. 607)
Oct. 22, '07	Fox Business Network HD (ch. 359)	(Same as CHOICE)

PREMIUM PACKAGES

DATES AND PROGRAMMING SUBJECT TO CHANGE. This list shows September and October launches only.

More channels are planned for November and December.

Launch Date	HBO 2 HD Channels	Cinemax 2 HD Channels	Starz Super Pack 5 HD Channels	Showtime 4 HD Channels
Available Today	HBO HD East (501)			Showtime HD West (ch. 540) The Movie Channel HD East (ch. 544) SHO Too HD (ch. 538)
Sept. 28, '07			Starz Comedy HD (519) Starz Edge HD (522) Starz HD East (520) Starz HD West (421) Starz Kids & Family HD (518)	

REGIONAL SPORTS NETWORKS

DATES AND PROGRAMMING SUBJECT TO CHANGE. This list shows September and October launches only.

More channels are planned for November and December.

Launch Date	Regional Sports Networks 11 HD Channels	Regional Sports Networks (Major Sports Games Only) 20 HD Channels
Available Today	[NOTE: YES, SNY, NESN, CSN Mid-Atlantic, and CSN Chicago are available today in HD to local customers only. The dates below indicate when they'll be available nationwide]	Altitude HD (ch. 97) FSN Arizona HD (ch. 96) FSN Bay Area HD (ch. 96) FSN Detroit HD (ch. 96) FSN Florida HD (ch. 96) FSN Houston HD (ch. 96) FSN New England HD (ch. 96) FSN North HD (ch. 96) FSN Northwest HD (ch. 96) FSN Ohio HD (ch. 96) FSN Prime Ticket HD (ch. 96) FSN Rocky Mountain HD (ch. 97) FSN South HD (ch. 96) FSN Southwest HD (ch. 96) FSN West HD (ch. 96) SportSouth HD (ch. 96) Sun Sports HD (ch. 96)
Sept. 19, '07	MSG HD (ch. 621) FSN New York HD (ch. 624)	
Oct. 1, '07	CSN Chicago HD (ch. 640) CSN Mid-Atlantic HD (ch. 629) NESN HD (ch. 623) SNY HD (ch. 625) YES HD (ch. 622)	
Oct. 17, '07	FSN West HD (ch. 652) FSN Prime Ticket HD (ch. 653) FSN Southwest HD (ch. 643) FSN Detroit HD (ch. 636)	CSN West HD (ch. 656-1) FSN Midwest HD (ch. 647-1) FSN Pittsburgh HD (ch. 628-1)

[\[return to top\]](#)

DVR Service no longer included with Premier.
