



CONSUMER POSITIONING

Connect to the Internet and get more out of your DIRECTV HD DVR. It's absolutely free and expands your entertainment options like never before.

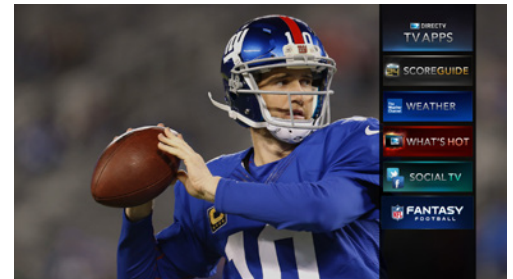
- DIRECTV On Demand is your instant access to thousands of the best shows and movies¹
- Enjoy access to hundreds of the latest movie releases and Hollywood blockbusters with DIRECTV CINEMA[®].¹
- Turn your mobile device into a portable TV with live streaming anywhere in your home!²
- Get free on-screen TV apps such as Weather, ScoreGuide, What's Hot, Social TV and more!



Hundreds of titles on demand!



Turn your mobile devices into portable TVs!



TV apps such as Weather, ScoreGuide, What's Hot, and more!

See page 4 for a list of supported receivers and equipment requirements. **1** Access to available DIRECTV On Demand programming is based on package selection. Actual number of titles will vary. Additional fees apply for new releases. Some DIRECTV On Demand content requires an HD DVR (HR20 or later) or DVR (R22 or later), DIRECTV CINEMA Connection Kit and broadband Internet service with speeds of 750 kbps or higher, and a network router with an available Ethernet port. Visit directv.com/cinema for details. **2** Functionality varies by compatible device and location. Only select networks corresponding to your package selection are available for live streaming and may vary by location and device. Additional charges may apply. In-home live-streaming feature requires home-based Wi-Fi connection and Internet-connected HD DVR. Out-of-home viewing requires high-speed internet connection. All functions and programming subject to change at any time. Visit directv.com/everywhere for a list of compatible devices (sold separately) and complete details. Data charges may apply.

Connected Home—Features and Benefits

NEW FEATURES!	BENEFITS
<p>NEW! 72 Hour Rewind</p> <p>Select channels available Only available on HR20+</p> <p>Requires broadband Internet connection</p>	<ul style="list-style-type: none"> ■ No need to worry if you missed the original broadcast of a show, or forgot to set your DVR to record—with 72 Hour Rewind you can watch shows that aired in the last 3 days on select channels ■ View On Demand content within hours after the linear airing ends, with easier accessibility via the On-Screen Guide ■ Now find all DIRECTV On Demand shows from the last 7 days, including 72 Hour Rewind content, within each programmer's On Demand page ■ Get to it by clicking the PLUS (+) icon by the channel name in the On-Screen Guide <p>NOTE: The Genie® HD DVR has had limited catch up programming via the "Past Episodes" feature, which stored up to 5 weeks of recorded content. The launch of this new feature expands your ability to catch up on past episodes without having had to record them.</p>
<p>NEW! Restart</p> <p>Select channels available Only available on HR20+</p> <p>Requires broadband Internet connection</p>	<ul style="list-style-type: none"> ■ Tune in late? Start shows at the beginning with one click ■ Easy access via icons in the On-Screen Guide ■ Restart will become available two minutes into the program. "Restarted" content cannot be fast-forwarded or recorded. <p>NOTE: The Genie HD DVR has had limited Restart capability since launch. This new feature expands Restart capability to more programs, and is not restricted to scheduled recordings or channels to which the tuner was tuned.</p>



Connected Home—Features and Benefits

FEATURES	BENEFITS
DIRECTV on Demand¹	<ul style="list-style-type: none"> Instant access to more than 10,000 titles. Hottest new releases, many available nearly a month before Netflix and Redbox. Catch-up TV—watch the show you missed last night, or even watch entire seasons. Entire seasons of premium shows from HBO®, SHOWTIME®, STARZ® and Cinemax® (requires subscriptions to these services).
DIRECTV Mobile App	<ul style="list-style-type: none"> Turn your mobile devices into portable TVs and watch over 120 channels in any room of your home, with some channels available to stream live outside your home. It's like having an extra TV in the palm of your hands.² Instantly move the show you're watching on your tablet to your TV. Just swipe up on the video on your tablet screen to continue watching on your TV. Tablet must be on the same Wi-Fi network as HD DVR. Supported receivers: R22, and HR20 and above. Easily browse what's on via the interactive guide without interrupting what you're watching. You can even play, pause, rewind and record to your DVR.³ Supported receivers: R22, and HR20 and above. Visit directv.com/DTVAPP for details. With DIRECTV™ VOICE you can speak to the DIRECTV App on your cell phone to change the channel, schedule a recording, and more.⁵
Pandora	<ul style="list-style-type: none"> Listen to your favorite music from Pandora radio on your TV.
YouTube	<ul style="list-style-type: none"> Search and watch YouTube videos on your TV.
TV Apps	<ul style="list-style-type: none"> Use free on-screen apps to check your weather, get the latest sports scores, get sports schedules, track your NFL Fantasy standings and more. (NFL.com Fantasy Football TV App available during regular NFL Season)
GenieGO™	<ul style="list-style-type: none"> Enjoy your recorded shows anywhere. Stream recorded shows instantly, anywhere you have a Wi-Fi connection.⁴ GenieGO device required. Additional details below⁴
DIRECTV CINEMA®	<ul style="list-style-type: none"> Order DIRECTV CINEMA titles quickly and easily with your remote control. Non-Internet-connected customers have to call, text or order online.

¹ Access to available DIRECTV On Demand programming is based on package selection. Actual number of titles will vary. Additional fees apply for new releases. Some DIRECTV On Demand content requires an HD DVR (HR20 or later) or DVR (R22 or later), DIRECTV CINEMA Connection Kit and broadband Internet service with speeds of 750 kbps or higher, and a network router with an available Ethernet port. Visit directv.com/cinema for details. ² Functionality varies by compatible device and location. Only select networks corresponding to your package selection are available for live streaming and may vary by location and device. Additional charges may apply. In-home live-streaming feature requires home-based Wi-Fi connection and Internet-connected HD DVR. Out-of-home viewing requires high-speed internet connection. All functions and programming subject to change at any time. Visit directv.com/everywhere for a list of compatible devices (sold separately) and complete details. Data charges may apply. ³ Requires Internet access via computer or mobile phone and directv.com login. Remote connections may vary. In rare instances, scheduled recording(s) may not be recognized. Only available on certain receivers. ⁴ Certain programming may not be available for remote viewing. GenieGO device required and available separately. Available programming based on HD DVR Playlist. Requires DIRECTV subscription, a GenieGO device connected to home DIRECTV HD DVR and network, Advanced Receiver service, Mobile DVR service, high-speed Internet connection and compatible mobile device with GenieGO or DIRECTV Mobile App installed on it. Remote viewing only available on certain devices from certain providers. Additional data charges may apply. A mobile device with 3G, 4G and/or Wi-Fi connection, iPhone 3GS or 4 / iPod Touch with OS v4.2.1 or higher, iPad with OS v5.1 or higher, a computer running Windows XP SP2 or higher, Vista or higher, Windows 7, or MAC OS X 10.7 or higher is recommended. Visit directv.com/GenieGO for a list of compatible devices and additional details. ⁵ Requires a smart phone with the DIRECTV Mobile App installed. TV Mode requires an Internet-connected HD DVR (model HR24 or higher). Visit directv.com/voice for a complete list of phones and operating system versions supported.

Connected Home—Frequently Asked Questions

FAQS

How can a customer get connected?

- As long as they have an active broadband Internet, there are several ways a customer can get connected (depending on their home setup and model of their receiver).
 - Receivers: HR20, HR21, HR22, HR23, HR24, R22 or HR34/Genie®:
 - Professional installation - wired (BB DECA) or wireless (Wi-Fi BB DECA aka Wireless DIRECTV CINEMA Connection Kit) connection
 - Self installation – Wireless DIRECTV CINEMA Connection Kit drop ship (requires wireless router)
 - Ethernet (Warning: Not recommended for Whole Home customers)
 - Receiver HR44/Genie and HR54/Genie:
 - Internal Wi-Fi BB DECA – Wireless connectivity is built into the box, so the customers has everything they need to get connected. (Requires wireless router)
 - If a wireless router is unavailable, a professional installation of a wired connection (BB DECA) is available.
 - Ethernet (Warning: Not recommended)

What is the minimum Internet connection speed?

- A minimum connection speed of 750Kbps (DSL or cable modem) is required. 2 Mbps or higher is recommended.

How does connection speed affect my entertainment experience?

- With slower connection speeds you may need to wait longer for movies and shows to download before you can watch them.

Can a customer get a wired BB DECA (aka DIRECTV CINEMA Connection Kit) without a truck roll?

- No. A wired connection requires a professional installation.

How much does it cost to get connected?

- If a customer has eligible equipment and is already receiving a truck roll, we will connect them at no extra charge.
- If a customer orders a stand alone professional installation, there is a one-time cost of \$99.
- If a customer gets a Wireless Cinema Connection Kit drop ship, there are two pricing categories – both one-time fees:
 - \$25 – Customers with active Whole Home DVR Service (MRV)
 - \$79.99 – Customers without active Whole Home DVR Service (MRV)

Is there a monthly fee?

- No! Once you are connected, you have access to all the connectivity features and benefits as part of your monthly programming package!

What are the modem or router requirements?

- The router must either be wireless or have an available ethernet port.

Are there different requirements for Whole Home vs. Non-Whole Home customers?

- Yes. If a customer does not have a Whole Home set up, then they will need to connect each individual receiver. If a customer has Whole Home, they will only need one receiver to be connected.

Are all types of Internet connections compatible?

- No. Satellite Internet, personal hotspots and wireless cards are not compatible.

Connected Home—Frequently Asked Questions

FAQS—NEW FEATURES

What is 72 Hour Rewind and how do I use it?

- 72 Hour Rewind enables customers to catch up on shows up to 3 days after the show has aired. Using your remote, navigate to the PLUS (+) icon in the channel cell of the On-Screen Guide to navigate to the programmer's On Demand homepage. Just click on the PLUS (+) icon and discover 72 Hour Rewind content within the "Missed It? Watch Now!" category of the Guide for that programmer.

What is Restart and how do I use it?

- Restart enables customers to restart a program that is in progress from the beginning of the show. The curved arrow icon within the On-Screen Guide indicates that a program can be Restarted from the beginning. Using your remote, navigate to the show cell in the Guide with the Restart icon, select it and the menu will prompt you to click OK to start the show from the beginning.

Does 72-hour Rewind or restart interfere with my HD DVR Recording capacity?

- No. Because On Demand is broadband-delivered content it will not interfere with your HD DVR's storage or recording capacity.