



DIRECTV
Now part of the AT&T family

NFL SUNDAY TICKET and NFL SUNDAY TICKET MAX

As of 10/1/2015



CONSUMER POSITIONING

Get every game, every Sunday—live, all in HD. Only DIRECTV lets you watch every single NFL game live, from start to finish—no matter where you live. Out-of-market games only.

- **8-GAME MIX CHANNEL**—Why restrict yourself to one game at a time? The 8-Game Mix channel lets you watch up to eight live NFL games on one screen, complete with scores and game clock—in amazing HD. Want to watch one full-screen? Just highlight and click.† Only available in HD.
- **NEW FOR 2015! 4-GAME MIX CHANNEL**—Your very own in-home broadcast booth just got even better. Watch up to four live NFL games on a single screen, complete with scores and game clock—in amazing HD.† Only available in HD.
- **PLAYER TRACKER**—Follow up to 20 of your favorite players every Sunday on your TV.
- **REAL-TIME SCORES AND STATS**—Never miss a scoring play on Sundays. See real-time division-by-division standings, team stats and more on your TV.



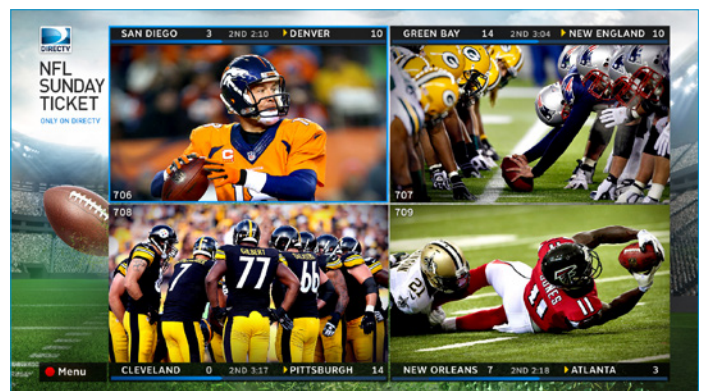
With NFL SUNDAY TICKET MAX, you also get these premium features:

- **RED ZONE CHANNEL®**—Never miss a touchdown from inside the 20. The RED ZONE CHANNEL brings you the final yards of every scoring drive around the league on one LIVE channel. And it's all in HD.
- **DIRECTV FANTASY ZONE™**—Exclusive channel lets you watch your favorite fantasy players live from game-to-game with real-time analysis from our fantasy experts. Only available in HD.
- **STREAM LIVE NFL GAMES ANYWHERE**—Stream every out-of-market game, every Sunday afternoon, including the RED ZONE CHANNEL and DIRECTV FANTASY ZONE channel, live on your devices. Watch 2 live games at once—one on TV, the other on your mobile device.^
- **INSTANT HIGHLIGHTS**—Catch the biggest plays from every Sunday afternoon game with highlights delivered to you instantly in the NFL SUNDAY TICKET Mobile App.
- **SHORT CUTS**—Watch full game replays commercial-free in less than 30 minutes.*

Package consists of all out-of-market NFL games (based on customer's service address) broadcast on FOX and CBS. Games available via remote viewing based on device location. Local broadcasts are subject to blackout rules. Other conditions apply.† For full mix channel and interactive functionality, HD equipment model H/HR 21 or later is required. *Short Cuts are available from midnight Sunday ET through midnight Wednesday ET. ^Only one game may be accessed remotely at any given time. Online access is only available on certain operating systems. Computer hardware, software, and Internet connection not included. Mobile access only available on certain devices. Additional data charges may apply. Please check with your service provider. Only available on select connected devices. Visit directv.com/NFL for a list of system requirements, compatible mobile devices and authorized connected devices. Please see full legal disclaimers on last page. PRODUCED BY DIRECTV MARKETING COMMUNICATIONS DEPARTMENT. FOR SALES PERSONNEL USE ONLY. NOT FOR PUBLICATION OR CUSTOMER DISTRIBUTION. ©2015 AT&T Intellectual Property. All rights reserved. AT&T, Globe logo and DIRECTV and all other AT&T marks contained herein are registered trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks are the property of their respective owners.

NFL SUNDAY TICKET—Features & Benefits

| FEATURES | BENEFITS |
|---|--|
| HD Channels <small>HD equipment required</small> | <ul style="list-style-type: none"> Get every minute of every out-of-market game, every Sunday in crystal-clear HD picture quality. Watch your favorite team no matter where you live. Get the biggest selection of live NFL games available anywhere, only from DIRECTV. |
| 8-Game Mix Channel† | <ul style="list-style-type: none"> Watch up to 8 live NFL games at once on a single TV screen, complete with scores and game clocks. Channel 702. (HD only) |
| NEW! 4-Game Mix Channel† | <ul style="list-style-type: none"> Watch up to 4 live NFL games at once on a single TV screen, complete with scores and game clocks. Channel 701. (HD only) |
| RED ZONE CHANNEL® <small>Requires NFL SUNDAY TICKET MAX</small> | <ul style="list-style-type: none"> Never miss a touchdown inside the 20 yard line. Watch the most exciting plays as they happen, all on one LIVE channel Channel 703 (HD or SD) Watch live on your TV or stream in the NFL SUNDAY TICKET Mobile App |
| DIRECTV FANTASY ZONE™ <small>Requires NFL SUNDAY TICKET MAX</small> | <ul style="list-style-type: none"> Exclusive channel only from DIRECTV takes you live from game-to-game to watch your favorite NFL fantasy players rack up the points Get an edge with real-time fantasy analysis from experts to help you dominate your fantasy league Channel 704 (HD only) Watch live on your TV or stream in the NFL SUNDAY TICKET Mobile App |
| Stream Live NFL Games Anywhere* <small>Requires NFL SUNDAY TICKET MAX</small> | <ul style="list-style-type: none"> Stream NFL SUNDAY TICKET live anywhere on your smartphone, tablet, computer (PC or MAC) or your favorite connected devices (Xbox One, Xbox 360, Roku, Chromecast, Sony PS4, Sony PS3) Watch 2 live games at a time—one on your TV and one on your mobile device To preview the app, visit directv.com/sports/nfl/app |
| Real-time Stats & Scores <small>Requires a broadband-connected HD DVR</small> | <ul style="list-style-type: none"> Get detailed player and team stats, real-time scores and live updates from other games without missing any of the live action from the game you're watching |
| Player Tracker <small>Requires a broadband-connected HD DVR</small> | <ul style="list-style-type: none"> Player Tracker allows you to follow up to 20 of your favorite players on game day on your TV. Plus, they will receive Big Play alerts every time those players have a play over 15 yards, a touchdown or a turnover, making it the perfect feature for fantasy football fans! |
| Short Cuts* | <ul style="list-style-type: none"> Watch full game replays commercial-free in less than 30 minutes anywhere—on your TV at home, or on the go on your smartphone, tablet or computer (HD only) |
| NFL.com Fantasy Team Integration | <ul style="list-style-type: none"> Access your NFL.com Fantasy Team and League through the NFL SUNDAY TICKET App – get real time points and standings Get updates on your fantasy team while you're streaming the live games |



4-Game Mix Channel

Please see full legal disclaimers on last page.

NFL SUNDAY TICKET—FAQs/Frequently Asked Questions

General FAQs

How many games will I get with NFL SUNDAY TICKET?

- Get every out-of-market game, every Sunday afternoon, only on DIRECTV with NFL SUNDAY TICKET. It doesn't matter where you call home or what team you follow—you won't miss a play. Actual number of games varies by market and based on Sunday afternoon games (1pm ET and 4PM ET games). For more info visit directv.com/NFL.

Are pre-season/post-season games included in NFL SUNDAY TICKET?

- No, only regular-season games are included in NFL SUNDAY TICKET and NFL SUNDAY TICKET MAX.

What is the cost for NFL SUNDAY TICKET and NFL SUNDAY TICKET MAX?

- NFL SUNDAY TICKET is a 6-pay of \$41.99 each (or \$251.94 one-time pay).
- NFL SUNDAY TICKET MAX is a 6-pay of \$58.99 each (or \$353.94 one-time pay).

How can I access the NFL SUNDAY TICKET schedule?

- If you're an NFL SUNDAY TICKET subscriber, you can sign up for Email Alerts and we'll email you the schedule each week. Visit "My Settings" to manage your email preferences.
- Please note that the NFL SUNDAY TICKET schedule is subject to change.
- For the most up-to-date information please visit directv.com/NFL.

What is NFL SUNDAY TICKET MAX?

- NFL SUNDAY TICKET MAX unlocks premium features such as RED ZONE CHANNEL, DIRECTV FANTASY ZONE channel, Short Cuts and access to stream live out-of-market games anywhere on your devices.^
- You can get online/mobile streaming access by visiting directv.com/NFL and signing in using your e-mail address and directv.com password.
 - If you haven't created your online account at directv.com before, you can sign up for free at directv.com/register.

What is the DIRECTV FANTASY ZONE channel and how can I access it?

- The DIRECTV FANTASY ZONE channel is a premium feature of our NFL SUNDAY TICKET MAX package. DIRECTV FANTASY ZONE is an exclusive, fast-paced channel that lets you watch your favorite fantasy players live from game-to-game with real-time analysis from our fantasy experts. Only available in HD, channel 704.

Will NFL SUNDAY TICKET show my NFL team's pregame show?

- Only FOX and CBS national pre-game shows are available on NFL SUNDAY TICKET channels starting at 12PM ET | 9AM PT.

How long are the NFL SUNDAY TICKET highlights available?

- Short Cuts are available starting on Sundays at midnight ET. They will be available along with highlights for NFL SUNDAY TICKET games until Wednesday at midnight ET.

Where can I find Player Tracker?

- Player Tracker is now included as part of the overall NFL SUNDAY TICKET interactive application on your TV. You no longer need to tune to Ch 701 to set up your teams. Press the red button on your remote control to access this feature.



The screenshot displays the NFL SUNDAY TICKET interface. At the top, it shows the Pittsburgh Steelers (43) vs. the Baltimore Ravens (23) in the 3rd quarter with 4:10 remaining. Below this, there are two tables of player statistics. The first table is for RUSHING, listing players like B. Tate, L. Bell, D. Archer, J. Forsett, L. Taliaferro, and J. Flacco with their attempts, yards, and touchdowns. The second table is for PASSING, listing B. Roethlisberger with 25/37 completions, 340 yards, 6 touchdowns, and 0 interceptions. A sidebar on the left contains navigation options like Game Details, Watch, Record, Game Stats, Player Stats, Scoring Summary, and Launch ScoreGuide. A red button at the bottom left says 'Back To Full Screen'.

| RUSHING | Player | ATT | YDS | TD |
|---------|---------------|-----|-----|----|
| ✓ | B. Tate | 10 | 23 | 0 |
| | L. Bell | 10 | 20 | 0 |
| | D. Archer | 1 | 4 | 0 |
| ✓ | J. Forsett | 9 | 38 | 0 |
| | L. Taliaferro | 7 | 21 | 0 |
| ✓ | J. Flacco | 1 | 2 | 0 |

| PASSING | Player | COM/ATT | YDS | TD | INT |
|---------|-------------------|---------|-----|----|-----|
| ✓ | B. Roethlisberger | 25/37 | 340 | 6 | 0 |

Player Tracker

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NFL SUNDAY TICKET—FAQs/Frequently Asked Questions

Mobile App and Online FAQs

What do I need to enjoy live NFL SUNDAY TICKET games on my computer or mobile device?^

- To enjoy live NFL games on your mobile device or online, you need:
 - A subscription to NFL SUNDAY TICKET MAX.
 - A computer with a compatible browser or compatible mobile device with the NFL SUNDAY TICKET App.
 - A DIRECTV online account username and password.
 - If you haven't created your online account at directv.com before, you can sign up for free at directv.com/register.
 - High-speed Internet connection.
- For system requirements, [click here](#).

What is the NFL SUNDAY TICKET Mobile App?

- The NFL SUNDAY TICKET Mobile App allows you to stream live, out-of-market Sunday afternoon games, RED ZONE CHANNEL and DIRECTV FANTASY ZONE channel on your mobile device, as well as view scores and stats for any game, anytime.
- You need NFL SUNDAY TICKET MAX to get mobile access.

Where can I find the NFL SUNDAY TICKET Mobile App?

- The app will be available on Apple App Store, Google Play Store, Windows Store, and Connected Device app stores (Xbox, PlayStation, Roku). You can search for "NFL SUNDAY TICKET" to download the application. Please note that if you download before the start of the regular season, you will have to update your app to enjoy all the latest features. The new app will be available closer to the start of the season.

How do I log in to enjoy NFL SUNDAY TICKET on my computer or mobile device?

- On your laptop, log into your account at directv.com on Sundays starting at 1PM ET and navigate to the NFL SUNDAY TICKET page.
- On your mobile devices, during NFL season you can download the NFL SUNDAY TICKET App from iTunes, Google Play or Windows Store. Once you install the app, use your directv.com user name and password to sign in.
- NOTE: You can only watch one (1) NFL SUNDAY TICKET live game from one device at a time.^

What mobile devices are compatible with the NFL SUNDAY TICKET App?

- [Click here](#) for a list of compatible devices.

When I sign in to the NFL SUNDAY TICKET App, I can't access any of the features. Why?

- The NFL SUNDAY TICKET App will only have live games beginning Sunday, Sept 13th. You will be able to view instant stats, highlights and all other NFL SUNDAY TICKET App features at that time.
- You must be an NFL SUNDAY TICKET MAX subscriber to be able to access live games

What games can I watch? Are blackouts enforced with the NFL SUNDAY TICKET App?

- You can watch every out-of-market regular season game on your TV on the NFL SUNDAY TICKET channels (705-719).
- Streaming is only available for LIVE NFL SUNDAY TICKET games each Sunday afternoon during the regular season. Sunday night, Monday night, Thursday night and any Saturday games are not part of NFL SUNDAY TICKET and therefore not eligible for streaming.
- For more information about NFL SUNDAY TICKET, visit directv.com/NFL.

NFL SUNDAY TICKET—FAQs/Frequently Asked Questions

How many devices can I access with my NFL SUNDAY TICKET MAX simultaneously?

- In addition to your home TVs, one (1) mobile device may be logged into the NFL SUNDAY TICKET MAX account at a time.

Which games will be available in HD on your mobile device?

- If your mobile device supports HD video quality, all games stream in HD. But if your Internet connection or bandwidth cannot support HD, the video quality will automatically downgrade to ensure the best viewing experience.

How do I turn on/off Alerts?

- Alerts can be changed in “Settings”.

How do I fling games to my receiver or set-top-box?

- Your receiver or set-top-box must be on the same wireless network as your iPad. On your iPad, simply hold your finger on the video player during a live stream until the area around your finger glows, then flick the glow towards your TV. Currently not supported on phones or Android tablet.

Can I cancel my subscription?

- You can cancel your subscription at any point before the start of the NFL regular season on Sunday, September 13th. If you cancel prior to the start of the season you will receive a full refund. After the start of the season, packages are fully non-refundable.

To access DIRECTV HD programming, HD equipment required. **NFL SUNDAY TICKET/NFL SUNDAY TICKET MAX:** Package consists of all out-of-market NFL games (based on customer's service address) broadcast on FOX and CBS. Games available via remote viewing based on device location. Other conditions apply. **NFL SUNDAY TICKET and NFL SUNDAY TICKET MAX subscriptions automatically continue each season at special renewal rates unless customer calls to cancel prior to start of season.** Subscription cannot be canceled (in part or in whole) after the start of the season and subscription fee cannot be refunded.

To access DIRECTV HD programming, HD equipment required. ^Games available via streaming are based on device location. **Only one game may be accessed at any given time.** Online access is only available on certain operating systems. Computer hardware, software and Internet connection not included. Mobile access only available on certain devices. Additional data charges may apply. Only available on select connected devices. Visit directv.com/NFL for a list of system requirements, compatible mobile devices and authorized connected devices. For full Mix Channel and Interactive functionality, HD equipment model H/HR 21 or later is required. *Short Cuts are available from midnight Sunday ET through midnight Wednesday ET. Commercial locations require an appropriate licensee agreement. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. NFL team names and uniform designs are registered trademarks of the teams indicated. iPad is a registered trademark of Apple, Inc.