

RIGHT HERE. RIGHT NOW.™

SPORTS ADVERTISING

DIRECTV's sports advertising platform features enhanced programming and targeted sponsorship opportunities. We broadcast your message emphatically and clearly to optimize awareness of your brand.



NFL SUNDAY TICKET™ [Exclusive]

Everyone knows DIRECTV is the undisputed leader in sports, and with exclusive rights to the NFL SUNDAY TICKET™, DIRECTV lets loyal subscribers and Fantasy Football players score more with interactive apps like Player Tracker & Alerts, Standings and NFL Trivia. Viewers never miss a play watching RED ZONE CHANNEL® (hottest plays, shown live on channel 703) or the Game Mix channel with up to eight games on one screen.* With a subscription to NFL SUNDAY TICKET™ To-Go fans get all the games no matter where they are — on their smartphone, tablet or computer.



NASCAR HotPass™ [Exclusive]

Every NASCAR® race is available in HD - with picture so crisp and lifelike that viewers will "feel the thunder" in their living room. NASCAR HotPass™ in HD offers a full-sensory experience of being at the track, in pit row and behind the wheel. This is the best way to watch a NASCAR® race on TV. And back for another lap, the DIRECTV Head to Head Knockout bracket connects fans to NASCAR like never before.



NCAA Division I Men's Basketball Tournament

Viewers can access up to 68 live games of the NCAA Division 1 Men's tournament, all in HD. Advertising sold in the first three rounds of action, totaling 56 games. Game Mix allows viewers to catch the excitement and edge-of-your-seat action of up to four games on one screen. With the Interactive Bracket, viewers can pick favorites and track their progress. Real-Time Updates provide scores on other games without missing the action of the game that viewers are tuned into.



MLB EXTRA INNINGS®

Viewers can follow their favorite team no matter where they live with up to 80 out-of-market games a week. Game Mix allows viewers to see up to eight games on one screen or select any one of them to see full screen action. Number of games varies by market. Blackout restrictions and other conditions apply to all sports programming.

*For full Mix Channel and interactive functionality, a D10 (or later) model interactive DIRECTV receiver is required.

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NHL® CENTER ICE®

With NHL® CENTER ICE®, viewers can follow their favorite teams and players from outside their local area, no matter where they live! Up to 40 exciting games each week, including up to 20 games a week in blazing HD, plus dual feeds (choose between home and away broadcasts) when available, as well as select Stanley Cup playoff games. NHL® CENTER ICE® also gives access to the NHL Network™, a 24-hour all-access pass to the most comprehensive hockey coverage, both on and off the ice. NHL® CENTER ICE® is the ticket to the best ice action on TV!



TENNIS GRAND SLAM EVENTS

DIRECTV is your ticket to scoring a courtside seat. DIRECTV's Interactive services offers access to the most live Grand Slam season matches—all in razor-sharp HD. With the Mix channels, you can watch six matches simultaneously on mini-screens and use your interactive remote to hear live audio from the match of your choosing. With a single click, any one of the six matches can be enlarged on the full-screen Court Channel. "Match Guide" provides you with live scoring from matches in progress plus the ability to tune directly to the match you want by selecting it with your remote. "Recent Results" offers a real-time view of completed, in-progress and upcoming singles matches from the current and prior day. Finally, the "Men's Draw" and "Women's Draw" interactive features show how players are progressing throughout the tournament.



GOLF GRAND SLAM EVENTS

Experience the ultimate coverage of the Golf Grand Slam Events. Viewers can follow their favorite players with the mix channels that offer 4 major golf championships hosted by the PGA. See network coverage of storied competition plus three additional full-screen channels. Viewers can catch all the action in crystal clear HD and keep tabs on all the top golfers with an interactive leaderboard. A range of interactive features are specifically designed to enhance your enjoyment of the Grand Slam events: see current scores of Top 5 players or expand list to see a full leaderboard. Access any golfer's hole-by-hole stats with the scorecard. Plus, viewers can go back through time with a complete list of past champions-or test their knowledge with Golf Championship Trivia Quiz.

ADDITIONAL SPORTS OFFERINGS

- MLB
- MLB Play-offs
- MLB Network
- Monday Night Football
- NCAA Bowl Games
- College Basketball Championship Week
- NFL Network
- NASCAR® Nationwide® Series™
- NASCAR® Sprint® Series™
- NASCAR® Camping World® Series™
- NHL®
- Big 10 Network
- ESPN GamePlan
- ESPN FULL COURT
- Ryder Cup

