

ENHANCED PROGRAMMING

Offering dedicated interactive options that merge groundbreaking technology with desirable entertainment applications. An interactive innovation that offers another valuable way to reach customers.

- Sports Mix
- News Mix
- NFL SUNDAY TICKET™ Game Mix
- Player Tracker and Alerts
- NFL Trivia
- NFL Standings
- RED ZONE CHANNEL®
- NFL SUNDAY TICKET™ Short Cuts
- NFL SUNDAY TICKET™ Online
- NFL SUNDAY TICKET™ Mobile
- NASCAR HotPass™ Driver Channels
- NCAA® MARCH MADNESS® Game Mix
- PGA Championship
- US Open Tennis Mix
- French Open Mix
- Australian Open Mix
- Wimbledon Mix
- UEFA Mix
- 2012 Olympics
- Head2Head Knockout
- MLB Extra Innings Mix
- The Masters Experience
- U.S. Open Golf Experience
- Open Championship Golf Experience

Sports Mix

Offers instant, live access to up to eight screens of the best televised sports channels at one time including ESPN, ESPN NEWS, NBA TV, NFL Network, The Golf Channel, Outdoor Channel and Fuel TV. Advertisers now have the ability to “skin” and Brand the Mosaic Channel, which greatly enhances the value of sponsorship. Static Ad Units are accessed off the Mix Channels.

News Mix

Features an instant glimpse of breaking news, developing stories and daily coverage from the highest-rated news networks such as CNN, Headline News, CNBC, MSNBC, Fox News Channel and The Weather Channel.

NFL SUNDAY TICKET™ Game Mix

With up to 8 broadcasts on one screen, Interactive channel 702 offers viewers the ultimate NFL experience, as well as opportunities for advertisers to target their messaging. Available in HD.

Player Tracker and Alerts

Track up to 18 players on your fantasy team(s) with real-time individual and sponsored player ALERTS including a :05 display of the sponsor logo. Player Alerts appear across all NFL SUNDAY TICKET™ channels.

NFL Trivia

Ten challenging, funny questions to test viewers’ knowledge of each game.

NFL Standings

Current divisional and wild-card standings for the entire league.



RED ZONE CHANNEL®

A sports desk show produced by DIRECTV showcasing the best plays and scores as they happen live on one channel. Customized features are available to air throughout the telecast as live-game action jumps from game to game without missing a play.

NFL SUNDAY TICKET™ Short Cuts

Commercial-Free recap of every Sunday afternoon game, reduced to 30 minutes or less. Sunday night – Tuesday night, channels 704 and 705, in HD on channels 704-1 and 705-1. Available for sponsorship.

NFL SUNDAY TICKET™ Online

NFL SUNDAY TICKET™ games stream live on a PC. Watch the Sunday 1:00 and 4:00 PM ET games NFL games live on-line. Includes a selectable banner which links to a sponsor's website and is displayed during all Sunday games.

NFL SUNDAY TICKET™ Mobile

All NFL SUNDAY TICKET™ Sunday games stream live on the iPhone, Windows Mobile device or Blackberry. Includes a banner that each viewer sees while they load the app on their phone.

NASCAR HotPass™ Driver Channels

Four dedicated driver channels broadcast in HD with exclusive access and behind the scenes footage on pit road. Also includes in-car cameras.

NCAA® MARCH MADNESS® Game Mix

The ultimate NCAA® MEGA MARCH MADNESS® viewing experience on DIRECTV! A total of 56 games will air across the first round, second round and the sweet 16. Mix channel includes on-screen real time scores and summaries at the push of a button. Interactive opportunities available.

PGA Championship

Experience the ultimate coverage of the PGA Championship 2010. Viewers can follow their favorite players with the PGA mix channel that offers 4 major golf championships hosted by the PGA. See network coverage of storied competition from CBS and TNT 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 PGA Championships: 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 PGA Championship Trivia Quiz.



US Open Tennis Experience

Fans get access to more early round matches, statistics and information on demand, and the ability to view up to five matches simultaneously – all through the exclusive US Open Experience available only to DIRECTV customers. Features include the US Open Mix Channel, Match Guide, Recent Results, and Men's & Women's Draws.

French Open Experience

Providing up to 350 hours of tournament coverage and more than 100 matches, the French Open Experience gives customers first class treatment to one of the most prestigious tournaments in tennis. Customers will have access to the Mix Channel, where they can watch up to six live matches at the same time; the Match Guide, where scores and match schedules can be accessed; Recent Results, a convenient way to view real-time scores, and Men's & Women's Draws, featuring a complete round-by-round chart of which players are still in the tournament.

Australian Open Experience

Australian Open Experience' and change the body copy to "DIRECTV customers get access to bonus coverage of outer-court and early-round matches, as well as up to 6 live matches at the same time on the Mix Channel – all through the exclusive Australian Open Experience. Other features include the Match Guide, Recent Results, and Men's & Women's Draws. These interactive applications allow fans to see scores from matches in progress on the court channels and see real-time scores for both in-progress and competed matches.

Wimbledon Experience

DIRECTV customers experience the most tennis action from Wimbledon, including bonus coverage they won't see anywhere else, all in razor sharp HD. The Wimbledon Experience includes Mix Channel, Match Guide, Recent Results, and Men's and Women's Draws. These interactive applications allow fans to watch up to six live matches at the same time, see scores from matches in progress on the court channels, and see real-time scores for both in-progress and competed matches.

UEFA Mix

An SD and HD 8-cell Mix provided by DIRECTV to cover the Play-Off Round and Group Stage of the 2009-2010 UEFA Champions League, and the concurrent Group Stage through Final of the 2009-2010 Europa League.

Olympics

Viewers keep up to speed during the Olympics with DIRECTV's interactive applications, including TEAM USA Update, Medal Count and Trivia Challenges.

Head2Head Knockout

This bracket-style competition brings new enthusiasm to race day when 32 NASCAR Cup drivers compete head-to-head on-track in 4 regional brackets. Fans fill out brackets and race to the winners circle, all while interacting with your brand.



MLB Extra Innings Mix

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.

The Masters Experience

The Masters Experience includes the Mix Channel, Top 5 Leaders, Leaderboard, Scoreboard, and The Masters Trivia Game. The Masters Mix includes live coverage from ESPN and CBS sports and has a "Featured Group" channel that follows a select group of players during all four rounds on four separate channels at the same time. Top 5 Leaders and the Leaderboard show real-time scores, while the Scorecard keeps track of the fan's favorite golfers, and the Masters Trivia Game puts the fan to the test.

U.S. Open Golf Experience

The U.S. Open Golf Experience from Pebble Beach – in partnership with NBC and ESPN, DIRECTV provides customers with three bonus channels in addition to the national broadcast. Not only do customers get extra coverage – all in crystal-clear HD – they can also watch the exclusive Mix Channel with four channels at the same time. Other interactive features that are part of the U.S. Open Golf Experience include a real-time leaderboard, individual scorecards, Top5 Leaders scores, The U.S. Open Golf Preview and reviews, and The U.S. Open Golf Trivia Game.

Open Championship Golf Experience

Taking place at the legendary Old Course at Royal St. Andrews, The Open Championship Golf Experience includes a 4 cell mix channel with the network feed plus 3 additional bonus channels of course coverage. In addition, customers can enjoy unique interactive features such as Top 5 Leaders - a convenient view of the top 5 current scores against par. Leaderboard provides information on all golfers in the field. Scorecard provides hole-by-hole stats for each player in the field both for current rounds and previous rounds. Finally customers have access to a 10 question trivia quiz focusing on the history of the event. All offerings will be in both SD and HD.

