

# ENHANCED SPORTS

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 Experience
- French Open Experience
- Australian Open Experience
- Wimbledon Experience
- 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

Special logo placement gets fans in the game by testing viewers’ knowledge of each game with ten challenging and funny questions.

## NFL Standings

Have your brand settle the score by delivering current divisional and wild-card standings for the entire league with exclusive logo placement.



### **RED ZONE CHANNEL®**

Bring your brand front and center in our live sports show with customized features, on-air mentions and studio branding throughout the telecast as the action unfolds live and direct.

### **NFL SUNDAY TICKET™ Short Cuts**

Bring fans commercial-free recaps of every Sunday afternoon game with this unique sponsorship opportunity with logo placements, :15 billboards, static banners and customized features.

### **NFL SUNDAY TICKET™ Online**

On a PC, MAC or iPad, stream live video, real-time highlights, and detailed stats for every NFL SUNDAY TICKET™ game, plus the RED ZONE CHANNEL®. Fans can create their own Mix Channel to watch up to four live games at the same time on one screen or utilize Picture-in-Picture to easily switch between two NFL games. Includes a selectable banner which links to a sponsor's website and is displayed during all Sunday games.

### **NFL SUNDAY TICKET™ Mobile**

DIRECTV's mobile app lets fans watch all NFL SUNDAY TICKET™ games and Red Zone Chanel® live, see highlights and get detailed stats on their smartphone and tablet. Advertisers can catch elusive consumers no matter where they are with a 5 second billboard shown while the app loads.

### **NASCAR HotPass™ Driver Channels**

:30 media and animated billboards are available on four dedicated driver channels to bring your brand for a ride along with exclusive access and behind the scenes footage on pit road.

### **PGA Championship**

Bring golf fans up to par with unrivaled coverage of the PGA Championship with unique sponsorship opportunities like a Static Ad Unit and branding the PGA Mix Channel, Interactive Leaderboard, Scorecard and PGA Championship Trivia Quiz.

### **US Open Tennis Experience**

Serve up your brand on the US Open Mix Channel, Match Guide, Recent Results, and Men's & Women's Draws with a Static Ad Unit and premiere logo placement to deliver the DIRECTV tennis fan exclusive access to more early round matches, statistics and information on demand, and the ability to view up to five matches simultaneously.



### **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**

Customized features, Static Ad Unit and logo placement on interactive applications like Mix Channel, Match Guide, Recent Results, and Men's and Women's Draws allow fans to watch up to six live matches at once and see real-time scores for both in-progress and completed matches all while interacting with your brand.

### **UEFA Mix**

Kick your brand onto DIRECTV's Soccer Mix Channel with an exclusive skin and Static Ad Unit where viewers can see eight live international matches on one screen or select one to tune to full screen action.

### **Olympics**

Keep viewers up to speed during the Olympics by branding DIRECTV's interactive applications, including TEAM USA Update, Medal Count, Schedules and Trivia Challenges.

### **Head2Head Knockout**

Drive your brand home with exclusive logo positioning while fans fill out brackets and race to the finish line as 32 NASCAR Cup drivers compete head-to-head on-track in 4 regional brackets.



### **MLB Extra Innings Mix**

The mix allows viewers to see up to eight games on one screen while never losing site of your brand. Take baseball fans out to the ballgame with up to 80 out-of-market games a week with an exclusive banner on the mix screen that can link to a channel, or SAU.

### **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 10 Leaders - a convenient view of the top 10 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.

