



DIRECTV 2015 Media Kit

Now use TV to target the households that are right
for your brand with DIRECTV Ad Sales.

smart
~~Outspend~~ the competition.



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DIRECTV AD SALES

Revolutionize how you advertise

Smart, data-driven campaigns custom built for your unique needs.



Reach the right customers at the right time.

Powered by big data that changes along with people's needs, we're always equipped with the tools to find your ideal audience. We'll do all the heavy lifting before we deliver your message nationwide at scale, reaching the best audience every time—in real time.

Get a tailor-made campaign.

Once we identify the members of your ideal audience, we'll sample over five million household profiles to determine the best ways to reach them. And we will work hand in hand with leading data firms to recommend the solutions you need to effectively reach your audience. Whatever your brand needs, DIRECTV Ad Sales has you covered.

Analyze your success.

Like all effective advertising, the proof is in the results. That's why we deliver an unparalleled level of analytics. We proudly work with KANTAR Media, Experian and other industry-leading partners to provide custom data that verifies and validates our insights as well as the metrics you define at the outset of your campaign.

Our Solutions

Reach over 20 million of America's most desirable households with DIRECTV's exclusive advertising solutions.



Addressable

Pinpoint and reach only your ideal audience with the largest national addressable platform.



Clusters

Roadblock your ads across all the top-rated networks for maximum reach.



Super Spot

Secure premium inventory during the biggest season premieres, finales, and more.



Sports

DIRECTV sports fans watch 35% more sports than any other TV provider's subscribers.



Interactive

Engage with your audience beyond the TV spot with unique branded experiences.



DIRECTV Everywhere

Reach your audience on every screen they're watching—whether they're at home or on the go.



Tune-In Activation

Drive viewership ratings with tailored marketing programs across all DIRECTV consumer touch points.

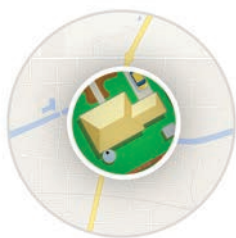


Direct Response

Compel your audience to take action with short-form spots or long-form channels.

Reach the audience you want. Without paying for the ones you don't.

Combine the power of your 30-second TV ad with the precision targeting of digital.



DIRECTV Addressable Advertising is a sophisticated, industry-leading digital technology that reaches your target audience at the household level via the world's most powerful medium: television. And since it's the largest national platform of its kind, your ad is delivered with precision at scale.

100% reach. Zero waste.

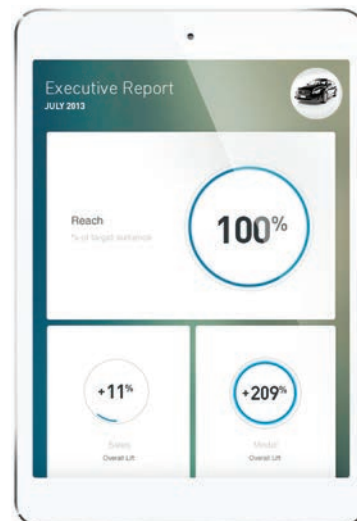
DIRECTV Addressable Advertising ensures that your message finds the best data-qualified households every time—instead of leaving that to chance. It's the most efficient buy you can get.

Stronger data for smarter buys.

Every DIRECTV Addressable Advertising campaign is fueled by big data and yields invaluable information about your true target. Armed with these results, you can regularly optimize the rest of your national ad buys, making them even smarter and more effective.

Target. Win. And win again.

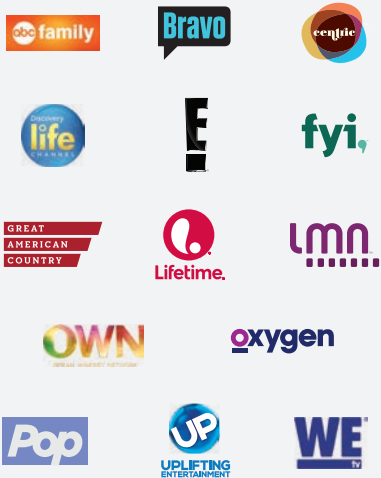
How do you keep up with your audience's changing priorities? As our viewers' needs change, so do their addressable profiles. So you're always targeting based on up-to-the-minute data. That's why 91% of our clients return for additional campaigns.



Reach your audience in powerful roadblock fashion.

Run your ad on the most popular, demographically targeted networks for maximum impact.

FEMALE



ADULT



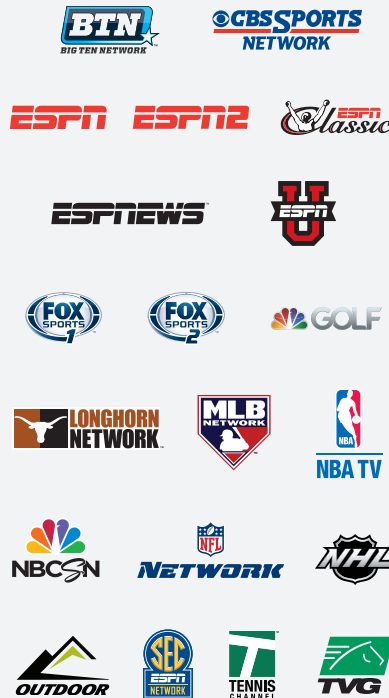
NEWS



MALE



SPORTS



LIFESTYLE



KIDS

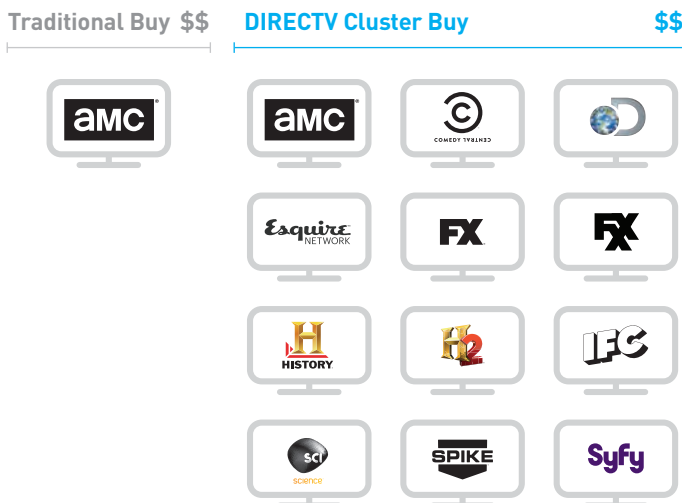


YOUNG ADULT

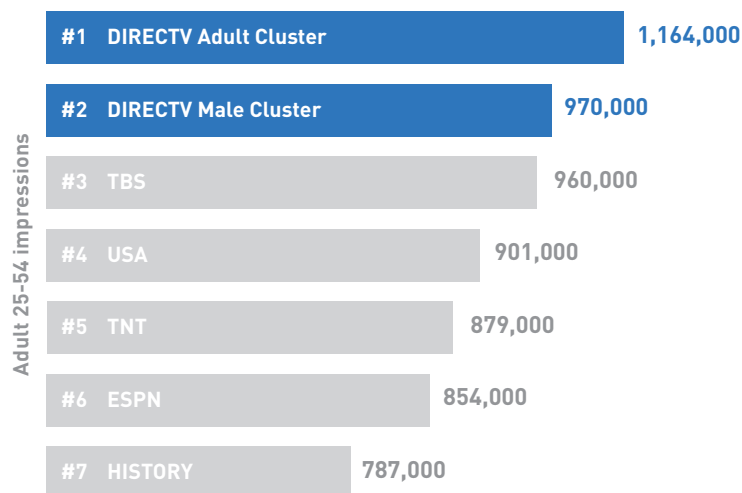


The impressions you need at an impressive value.

A DIRECTV Targeted Cluster buy will give you the same amount of impressions as a traditional network buy—for less. In fact, you get more for your money with a DIRECTV Targeted Cluster. That's because your ad will run on the network you want as well as other ones your audience loves.



Primetime Ranking



Source: Nielsen NPower, January – May 2014, M – Su, 8 – 11p, Live+SD.

Your ad on more of the right networks.

From a curated collection of over 100 popular networks, we've determined which ones your target audience is most likely to watch. And when your ad runs across one of these demographically targeted network clusters, it leaves high-impact impressions on highly qualified viewers.

Supercharge your cluster with addressable.

Complement your DIRECTV Targeted Cluster buy with a DIRECTV Addressable Advertising buy to guarantee maximum reach and increased frequency against your best prospects.



Get access to the hottest sold-out shows on TV.

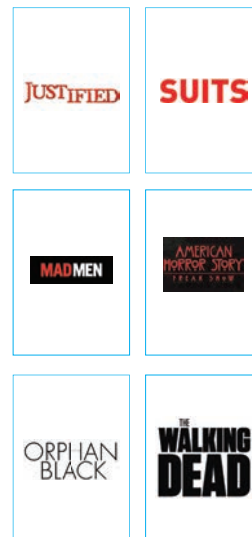
Your brand within the top shows delivered to the highest-quality audience in television.



Give your clients the good news.

When you're locked out of premium inventory on cable networks, a DIRECTV Super Spot can get you in. We offer opportunities to secure premium inventory during the hottest season premieres, finales, and other marquee programming.

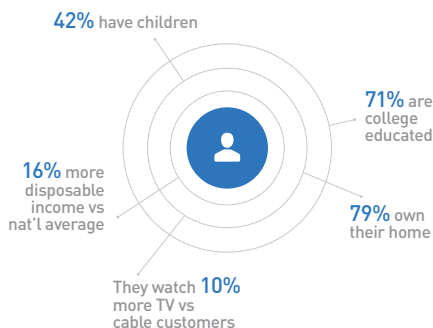
Available on DIRECTV



Sold out on Network



VS



Reach better viewers.

DIRECTV subscribers are premium viewers. They watch more TV than cable subscribers and have more disposable income than the national average. When they see your ad during their favorite shows, you can expect results.

Team up with the undisputed leader in sports.

Premium sports fans and exclusive opportunities are a winning combination.



The most powerful fans.

DIRECTV sports fans watch 35% more sports than the average viewer.¹ That's because there's more to watch. We offer an unprecedented 100,000+ hours of sports coverage per year.¹ DIRECTV viewers also spend more money than the average viewer—16% more.² This makes them the ideal audience for your ad. And we can help you reach them, household by unique household.

¹ Source: Nielsen Media Research. NHI 2013. ² Source: MRI Spring 2013.

NFL SUNDAY TICKET. Only on DIRECTV.

With exclusive rights to the package, DIRECTV can provide countless opportunities to deliver your message to more NFL fans than ever. You can brand interactive on-screen apps, broadcast segments on the exclusive RED ZONE CHANNEL®, and even brand our Game Mix channel, which displays up to eight games at once.



Exclusive Mix Channels.

DIRECTV Mix Channels offer coverage that sports fans don't want to miss. Available for most professional sports packages, and for special Grand Slam golf and tennis events, these enhanced TV features provide branding opportunities you can't find anywhere else.



Exposure in and out of the home.

Over 200,000 commercial establishments with DIRECTV draw in millions of die-hard sports fans each year. This means your message extends well beyond the living room, to reach DIRECTV subscribers and non-DIRECTV subscribers alike.

Create deeper engagement with your audience.

Engage your audience beyond the TV spot with unique branded experiences.



Award-winning interactive solutions.

Our Emmy® Award-winning interactive solutions let you create branded experiences right on your audience's TVs. Customers are directed to your interactive solution from the ad, so you're able to collect essential engagement data while your audience is exploring your product.

Your Commercial

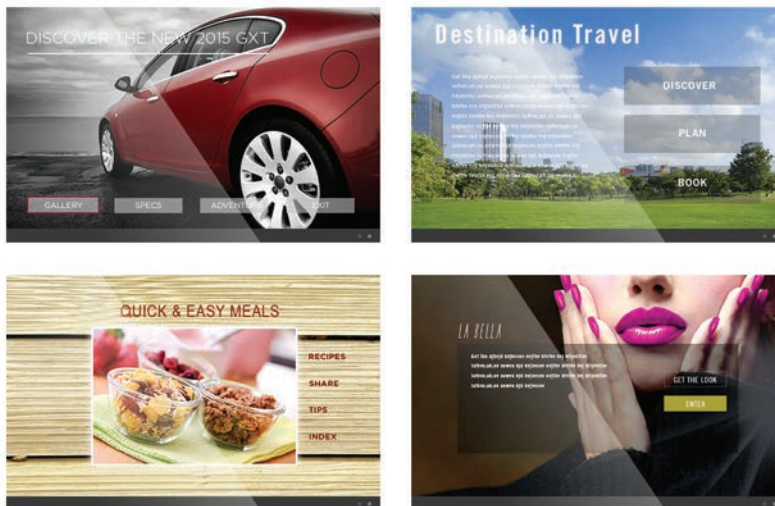


Your Interactive Channel



Dynamic Ad Unit (DAU).

DAUs engage your audience with customized, website-like experiences. Users can access coupons, submit personal information, enter sweepstakes, find your nearest retail location and more.



Static Ad Unit (SAU).

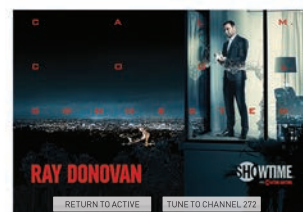
SAUs offer a basic level of interactivity designed to make an immediate impact on the user. They are ideal for call-to-action messages, one-touch RFI/lead generation and direct “tune-to” functionality.



SHOWTIME® *Masters of Sex*



DIY *Rehab Addict*



SHOWTIME® *Ray Donovan*

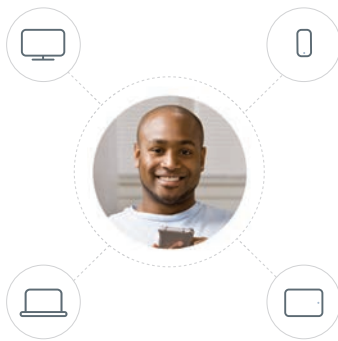


Results. Delivered.

At the conclusion of your interactive campaigns, you'll receive complete data detailing all your household impressions and engagement metrics.

Reach your audience everywhere they watch.

Whether they're at home or on the go, your audience can be reached on every screen they're watching.

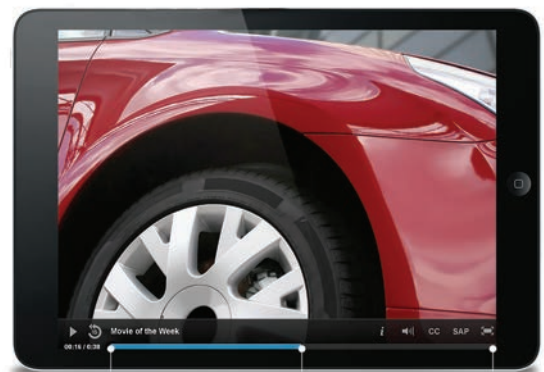


Make on-the-go consumers easy to reach.

With more and more people watching TV outside the living room, it can be hard to reach your ideal audience. But with our DIRECTV Everywhere platform, you can reach your audience no matter what screen they're watching on.

Countless branding opportunities.

When it comes to advertising on the go, no one can compete with DIRECTV. You'll get unparalleled opportunities with dynamic ad insertion during TV streaming with pre-, mid- and post-roll video ads. You'll also get companion and leave-behind ads with key programming partnerships.



Pre-Roll
00m



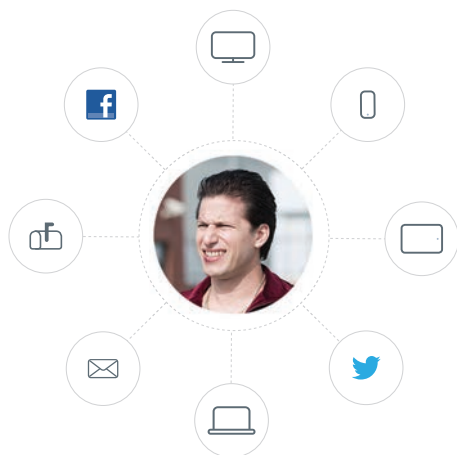
Mid-Roll
30m



Post-Roll
50m

Leverage our customer communications to drive tune-in

Reach DIRECTV subscribers everywhere they interact with us—with our apps, email and beyond.



Your message on multiple platforms.

Watching TV is just one way millions of our subscribers interact with DIRECTV every month. This means we can deliver your message on more of the platforms that are meaningful to them. DIRECTV Tune-In Activation Programs leverage the power of directv.com, our tablet and phone apps, email campaigns and popular social media outlets to maximize viewership.

Understandable over-indexing.

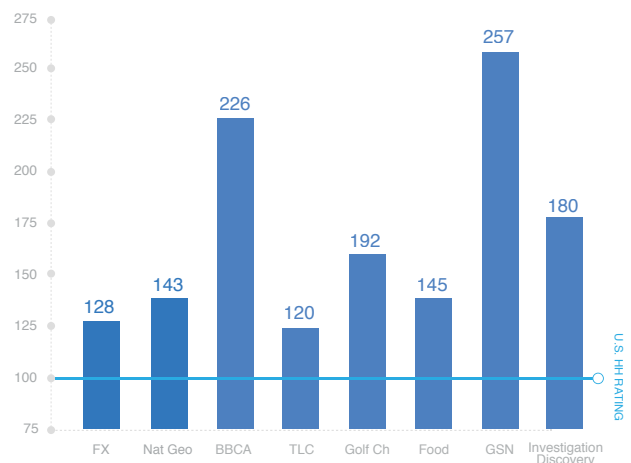
DIRECTV Tune-In Activation Programs regularly deliver DIRECTV ratings that skyrocket above the national average. That's because we can engage our subscribers with millions of valuable impressions to promote your season premieres beyond your 30-second creative.



Source: Nielsen Media Research. Live+SD Viewing. Q1 2013 - 4/29/14

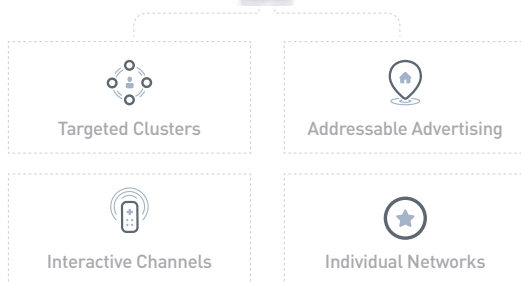
TAP AUDIENCE DELIVERY PERFORMANCE

DIRECTV HH Ratings Indexed to US HH ratings.



As seen on DIRECTV.

From 15 seconds to 24 hours, we can custom tailor the perfect direct response campaign your message deserves.



Short-form direct response.

DIRECTV offers unmatched options for short-form direct response ads. These include placement of your ad in our 11 demographically targeted clusters, as well as during premier live sporting events, on individual networks and within our interactive channels and addressable capabilities.

Long-form channels.

When your message demands more than a 60-second spot, our long-form placements give you all the time you need. Choose a 30-minute block up to a full 24/7 branded channel. We have paid-programming channels fully dedicated to infomercials, live shopping and custom content—all of which are available in every DIRECTV household. And of course, we can customize the perfect package to fit your needs.

Please contact Amy Leifer at 212.205.0932 or ableifer@directv.com for more information.



Appendix

Case Studies

RETAIL



Retail sales explosion.

When a famous toy maker needed to boost sales among families with children aged 0-6, they relied on DIRECTV Addressable Advertising to pinpoint and reach them.



62.6%

**62.6%
Sales Lift**

The target group exposed to the ad provided a huge sales lift compared to those in the control group.

AUTOMOTIVE



High-speed success.

How did a leading luxury automaker reach households in the market for a new car? By finding and reaching them through their consumer profiles and DIRECTV Addressable Advertising.



23.5%

**23.5%
Sales Lift**

Targeted households exposed to the ad were more likely to buy the advertised model than the control group, which didn't see the ad.



9.4%

**9.4% Brand
Sales Lift**

Due to the impact of the campaign, the brand experienced a 9.4% lift in overall sales, regardless of car model.

FOOD



A tastier bottom line.

To increase sales among weight-conscious females, a popular food brand was able to reach them—and only them—using DIRECTV Addressable Advertising.

▲
62.5%

62.5% Sales Lift

The audience exposed to the ad through addressable provided a big sales boost.

TUNE-IN STUDY #1



More viewers, higher ratings.

A popular movie channel needed the premiere of their new show to be a ratings sensation. They relied on DIRECTV Addressable Advertising to target their audience with exceeding granularity. The result? Ratings liftoff.

▲
141%

141% Premiere Ratings Lift

Those within the target and exposed to the ad were far more likely to watch the premiere.

▲
9%

9% Overall Ratings Lift

Audience members exposed to the campaign were more likely to continue watching the show.

CONSUMER PACKAGED GOODS



A clean sales lift.

To increase sales in households with specific demographics, one of the most popular CPG companies turned to DIRECTV Addressable Advertising for unparalleled accuracy.


20.1%

20.1% Sales Lift

Households exposed to the campaign spent more on the advertised product than those not exposed to the campaign.


16.8%

16.8% Post-Campaign Lift

The spending continued among households exposed to the campaign even after it ended.

TUNE-IN STUDY #2



An A-list sales boost.

When the top premium network needed a subscriber boost among adults 26-55, they relied on DIRECTV Addressable Advertising.


25%

25% Upgrade Boost

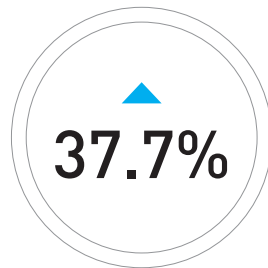
Compared to the control group, which did not see the ads, the target group upgraded to the premium channels with a high rate of success.

AUTOMOTIVE



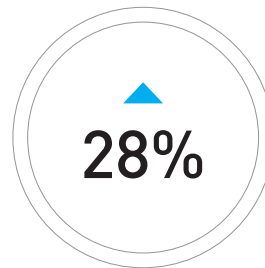
Driving them to buy.

How did a leading automaker find serious traction with in-market customers? By relying on the precision targeting of DIRECTV Addressable Advertising to lead them to a custom-made interactive DIRECTV experience.



37.7% Lift Over Control

Households exposed to both campaigns achieved a tremendous lift in sales over the control group.



28% Lift Over Addressable

The addressable campaign performed well, but households exposed to both solutions performed even better.

DIRECTV subscribers, the most
coveted premium television audience.

Household Statistics

\$69,000 median income
37% have income +\$75,000
35% have children (8% over nat'l avg.)
77% own their home (20% over nat'l avg.)
5% own their own business (5% over nat'l avg.)
30% more TV consumption than cable

Individual Statistics

49% Male, 51% Female
79% Caucasian
13% African American
9% Other
12% ages 25–34
15% ages 35–44
15% ages 45–54

Location Breakdown

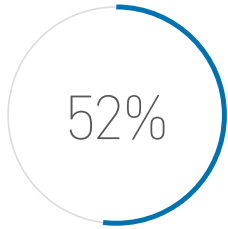
63% live in A/B counties
37% live in C/D countries
13% live in Northeast Territory
11% live in East Central Territory
23% live in Pacific Territory
23% live in Southeast Territory
14% live in Southwest Territory
16% live in West Central Territory

Source: Nielsen NPOWER, June/October/December 2014, Universe Estimates; MRI Spring 2014

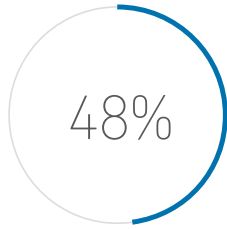
ADULT CLUSTER



MEN



WOMEN



MEDIAN AGE

48

MEDIAN INCOME

\$68,400

AGE 2-17

9%

AGE 18-34

21%

AGE 35-54

36%

AGE 55+

34%

CHILDREN/ANY

35%

OWNS HOME

73%

COLLEGE DEGREE

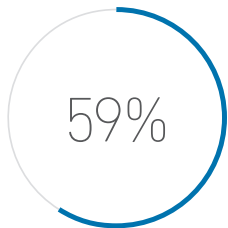
26%

Source: Nielsen NPOWER. Live+SD Viewing. May 2014. M-Su. 8p-2a.

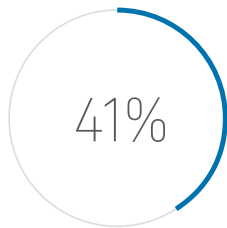
MALE CLUSTER



MEN



WOMEN



MEDIAN AGE

45

MEDIAN INCOME

\$67,900

AGE 2-17

10%

AGE 18-34

19%

AGE 35-54

36%

AGE 55+

35%

CHILDREN/ANY

37%

OWNS HOME

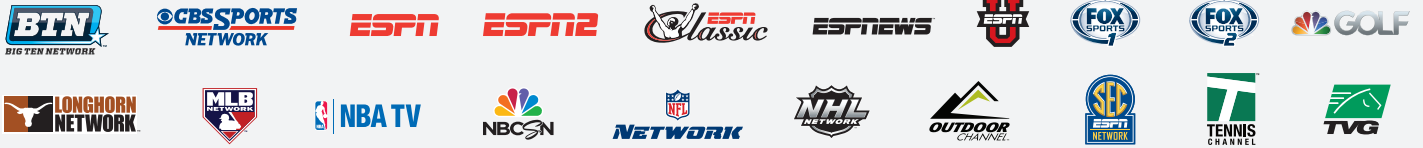
77%

COLLEGE DEGREE

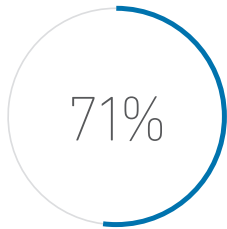
26%

Source: Nielsen NPOWER. Live+SD Viewing. May 2014. M-Su. 8p-2a.

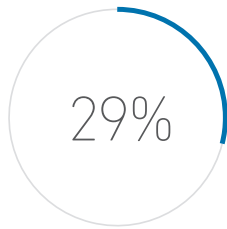
SPORTS CLUSTER



MEN



WOMEN



MEDIAN AGE

47

MEDIAN INCOME

\$74,600

AGE 2-17

8%

AGE 18-34

27%

AGE 35-54

35%

AGE 55+

30%

CHILDREN/ANY

38%

OWNS HOME

74%

COLLEGE DEGREE

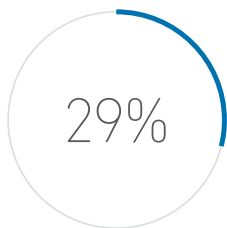
66%

Source: Nielsen NPOWER. Live+SD Viewing. May 2014. M-Su. 8p-2a.

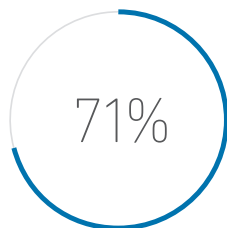
FEMALE CLUSTER



MEN



WOMEN



MEDIAN AGE

47

MEDIAN INCOME

\$64,500

AGE 2-17

11%

AGE 18-34

21%

AGE 35-54

31%

AGE 55+

37%

CHILDREN/ANY

38%

OWNS HOME

71%

COLLEGE DEGREE

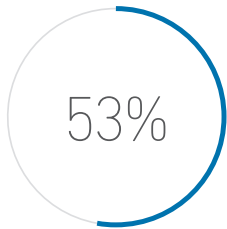
25%

Source: Nielsen NPOWER. Live+SD Viewing. May 2014. M-Su. 8p-2a.

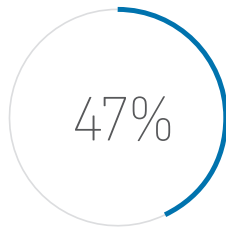
NEWS CLUSTER



MEN



WOMEN



MEDIAN AGE

57

MEDIAN INCOME

\$70,000

AGE 2-17

4%

AGE 18-34

6%

AGE 35-54

29%

AGE 55+

61%

CHILDREN/ANY

22%

OWNS HOME

82%

COLLEGE DEGREE

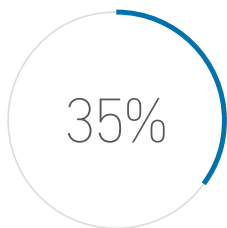
35%

Source: Nielsen NPOWER. Live+SD Viewing. May 2014. M-Su. 8p-2a.

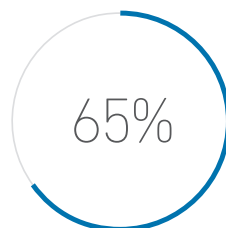
LIFESTYLE CLUSTER



MEN



WOMEN



MEDIAN AGE

52

MEDIAN INCOME

\$69,700

AGE 2-17

7%

AGE 18-34

14%

AGE 35-54

35%

AGE 55+

44%

CHILDREN/ANY

32%

OWNS HOME

80%

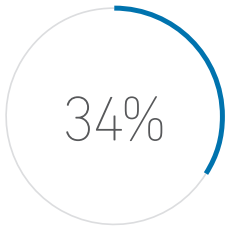
COLLEGE DEGREE

29%

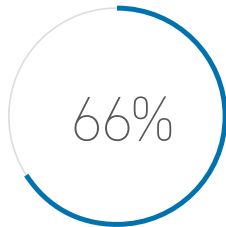
Source: Nielsen NPOWER. Live+SD Viewing. May 2014. M-Su. 8p-2a.

YOUNG ADULT CLUSTER

MEN



WOMEN



MEDIAN AGE

31

MEDIAN INCOME

\$62,500

AGE 2-17

28%

AGE 18-34

32%

AGE 35-54

25%

AGE 55+

15%

CHILDREN/ANY

58%

OWNS HOME

60%

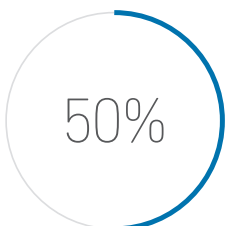
COLLEGE DEGREE

23%

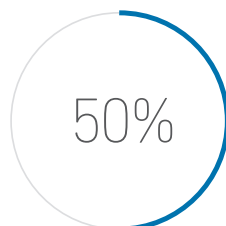
Source: Nielsen NPOWER. Live+SD Viewing. May 2014. M-Su. 8p-2a.

KIDS CLUSTER

MEN



WOMEN



MEDIAN AGE

17

MEDIAN INCOME

\$65,000

AGE 2-17

50%

AGE 18-34

24%

AGE 35-54

20%

AGE 55+

6%

CHILDREN/ANY

72%

OWNS HOME

69%

COLLEGE DEGREE

24%

Source: Nielsen NPOWER. Live+SD Viewing. May 2014. M-Su. 8p-2a.

DELIVERY REQUIREMENTS OVERVIEW

- ALL ADS REQUIRE BOTH SD and HD VERSIONS (if HD is available)
 - For ads supplied only in SD format, DIRECTV will air the ad with side matting for HD broadcast
- HD ads require center-cut protection
- Electronic is the preferred method to deliver materials to DIRECTV

ELECTRONIC DELIVERY

DIRECTV can receive SD and HD spots electronically via **Extreme Reach, Javelin, Comcast, On the Spot Media** or **Yangaroo**.

- **Extreme Reach:** Contact 877.769.9382/support@extremereach.com
Our HD and SD destination box is **DIRECTV-LABC**
 - **NOTE:** Effective 11/1/2014: DIRECTV accepts long-form infomercials via Extreme Reach. We accept durations of 28:30 and 58:30. SD only. Our destination box is **DIRECTV-LABC long-form DR**.
- **Javelin:** Go to www.javelindelivers.com or call Blair Lavey at 201.220.7253 or email blair.lavey@bydeluxe.com
- **Comcast Ad Delivery:** Call 303.712.3003 or email addelivery_clientmanagers@comcast.com
Our HD and SD destination box is **DIRECTV**
- **On The Spot Media:** Go to sales@onthespotmedia.com or email Jacki Berger at jberger@onthespotmedia.com
- **Yangaroo:** Call 866.992.9902 or email support@dmads.com
Our HD and SD destination box is **DIRECTV**

TRAFFIC INSTRUCTIONS

- Instructions are to be emailed to: adsalestraffic@directv.com or faxed to Ad Sales Traffic at 310.964.3023
- Instructions should arrive at least 7 days prior to the week of air

CREATIVE/CONTENT NOTICE

- DIRECTV and any of its trademarks should not be used (verbally, visually or in written form) within the content of the commercial. Screeners or clearance copies should be sent via link to the appropriate sales person with Susan Kim at shkim@directv.com copied.

See next page for instructions pertaining to tape delivery.

VIDEOTAPES

- Video and audio material shall be produced using industry standards and accepted practices. Audio must be in compliance with the ATSC A/85 standard. DIRECTV will perform whatever correction is necessary in order to meet this standard

Tapes shall be formatted as follows:

- :15 to :30 seconds of black/silence
- :60 seconds of test signals
- :10 seconds of black
- :10 seconds of slate and countdown
- Commercial material
- At least :10 seconds of black/silence following material

Tape slates shall contain the following information:

- Sponsor or Product
- Title
- ISCI number
- Recording date
- Audio format: Stereo/Mono/5.1
- Audio channel information duration
- Duration
- Closed captioning (if supplied)
- Time code at the start of commercial material on any tape is preferred to start at 01:00:00:00

TAPES – HIGH DEFINITION

- **One copy per spot.** D5, HDCAM or HDCAM-SR tape, with ascending and continuous drop frame timecode. No multi-reel tapes will be accepted. All spots must have bars and tones at the head of each tape along with video slates and at least 30 seconds of post-roll. Exterior labels must match the video slates.
- Video must be 1080i with a 59.94-field rate
- Aspect Ratio – 1.78 Full Frame preferred
- Closed Caption Ancillary data should be on Line 9
- Commercial audio must be either Stereo (L&R on AES 1/2) or Dolby AC3 plus stereo (AES 1/2: AC/-3, AES 3/4: Lt/Rt). If AC-3 is provided, each spot should have at least 10 seconds of AC3 pre- and post-roll, and the complete data stream must be uninterrupted.
- Average PCM audio levels shall be -24 LKFS (+/- 2 dB), as measured per ITU BS.1770
- AC-3 audio shall be encoded using a 3/2L encoding mode at 384kbps. Dialnorm shall be equal to the average audio level, as per ATSC A/85.

TAPES – STANDARD DEFINITION

- **One copy per spot.** Digibeta or Beta SP standard tape, with ascending and continuous drop frame timecode. No multi-reel tapes will be accepted. All spots must have bars and tones at the head of each tape along with video slates and at least 30 seconds of post-roll. Exterior labels must match the video slates.
- All tapes must be in NTSC with a 29.97 field rate
- Aspect Ratio – 4:3 full frame. If “letterboxed” version is provided, there must be black at the top and bottom, with the picture centered vertically. Anamorphic video will not be accepted.
- Closed Caption data should be on Line 21
- Commercial audio must be either Stereo (Ch 1 Left, Ch 2 Right) or dual-channel mono
- Average PCM audio levels shall be -24 LKFS (+/- 2 dB), as measured per ITU BS.1770

Any questions regarding these requirements should be directed to Brian Timm, LABC Media Prep Department at 310.964.8539

TAPE DELIVERY

- All commercials & infomercials must be completely labeled on the outside of each box with the following information: *Client, Product, ISCI Code, Length and Date. In addition, please include the 800# on all infomercial labels*
- Commercial Instructions must be enclosed with tapes or sent simultaneously under separate cover
- All commercial tapes must be received by DIRECTV-LABC at least 5 working days prior to air

They must be directed to:

DIRECTV-LABC
12800 Culver Boulevard
Los Angeles, CA 90066
Attention: Media Library
310.964.8541