

# The Shalom Show

on the



Network on

# DIRECTV

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# Engage DIRECTV Viewers

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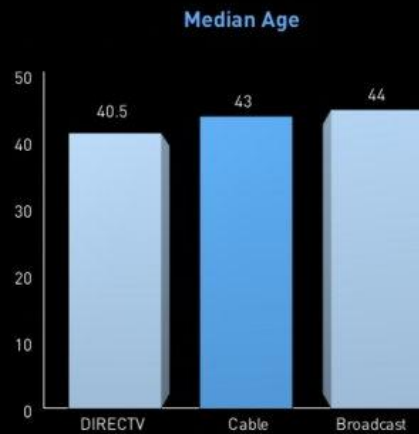
# DIRECTV Subscriber

## Demographics

- Affluent Households
- Professional/Managerial
- Tech Savvy
- Early Adopters
- Demand Superior Television Viewing Experience
- Younger Audience

## Usage

DIRECTV viewers watch an average of 10% more television per week than viewers of cable with 53% of our audience between the ages of 18-44.\*



Source: MRI 2008 Doublebase: Base 18+ % Composition

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# DIRECTV OVERVIEW

- 18.9MM Households with penetration in all 210 DMAs
- HH distribution percentage parallels that of Broadcast Television
- With close to 17.2MM interactive HHs, the advanced services platform represents most scaled platform in the national marketplace
- More Live Sports than any other platform or content provider

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# Reach the DIRECTV Subscriber

## Traditional

- Efficiently reach and deliver your target audience via DIRECTV Clusters and Live Sports

## Enhanced Sports

- More live sporting events than anyone in television
- Exclusive provider of NFL SUNDAY TICKET™, NASCAR® HotPass and NCAA® Mega March Madness®

## Advanced Services

- Interactive and dynamic advertising opportunities engaging the viewer beyond the :30 commercial

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# Targeted Clusters

Over 100 networks, segmented into 9 demographically targeted clusters, represent a national footprint with coverage in every major DMA. Measured by Nielsen and Kantar Media.

Sports	
Adult	
Male	
Female	
News	
Lifestyle	
Young Adult	
Kids	
*DIRECTV MÁS	<ul style="list-style-type: none"> <li>• CNN en Español</li> <li>• Discovery en Español</li> <li>• Discovery Familia</li> <li>• ESPN Deportes</li> <li>• Fox Sports en Español</li> <li>• Galavisión</li> <li>• History Español</li> <li>• MEGATV</li> <li>• MUN2</li> <li>• Sur Mexico</li> <li>• Sur Peru</li> <li>• Telemundo East/West</li> </ul>

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# Addressable Advertising

In 2011 DIRECTV will bring advertisers a new way to reach their audience

- Ability to send tailored messages to selected audiences
- Improves brand relevance & consumer engagement
- Extends prime time to whenever subscribers are watching
- Reach your audience, Network/Program Agnostic
  - It is about the impression and not necessarily the content
- National, Regional, and Local Targeting Capabilities; *National Footprint, State, DMA, Zipcode & Household*

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# Interactive Advertising

Dynamic Ad Unit and Static Ad Unit

## Engage

- Branded, entertaining and enriched video
- Enable consumer to experience your brand with interactivity beyond the traditional :30
- Activation of media objectives with lead generation, request for information, email generation, sweepstakes entry, geographic locator
- Multiple access points

## Deliver

- Exclusive to one advertiser for one broadcast week
- Reach a national footprint with branded video content
- Extend time spent with potential customers

## Measure

- Receive in-depth post report analysis provided by Kantar Media
- Measure HH impressions (unique and total), engagement time and retain leads generated through consumer requests for information

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# Why Partner With DIRECTV

- Reach one of the most desirable audiences in television
- A high concentration of viewers of premium entertainment and sports programming
- Unique and effective opportunities to engage beyond :30 media
- A company that continues to grow and expand it's leadership position in the marketplace

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