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Introducing the nation’s largest addressable TV advertising platform.

No matter what product or service you’re marketing, reach the exact audience you’re aiming for. Go beyond traditional demographic attributes with pinpoint-accurate, household-level targeting. Revolutionize your business, and be the first to recommend it to your clients.

Available on 46 networks in over 11 MM HHs.

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**Addressable Advertising**

**EFFICIENCY**

**ENGAGEMENT**

**EFFECTIVENESS**

1. **BETTER EFFICIENCY**
   - Effective CPMs
   - Reach more of your desired audience for less than your current buys and yield a better return on your advertising spend.

2. **MORE ENGAGEMENT**
   - More Time Viewing
   - Ads targeted to the right HHS are viewed for 35% longer.

3. **INCREASED EFFECTIVENESS**
   - Data-Driven Process
   - Allows for test and control groups, closed loop reporting, and other analyses linking advertising to purchase.
**Viewer Statistics**

**The Place for the Upscale Viewer**

- **Median Household Income**: $68,300
- **Children in HH Index**: 108
- **Audience Composition**: 49% [M] & 51% [F]
- **Own Home Index**: 119
- **Household Resides in A/B Counties**: 65%

**DIRECTV Subscribers**

- **Employed Full-Time Index**: 109
- **Self-Employed in Own Business Index**: 112
- **Self-Employed in Professional/Managerial Jobs**: 107

**DIRECTV Subscriber Profile: Age/Race/Status**

- **Age Composition**
  - A25-34: 12%
  - A35-44: 15%
  - A45-54: 15%

- **Race**
  - Caucasian: 74%
  - African-American: 13%
  - Other: 13%

- **Marital Status**
  - The DIRECTV A25–54 Subscriber is 17% more likely to be married compared to cable subscribers (67% vs. 57%).

**DIRECTV Subscriber Profile: County Size/Region/HH Income**

- **County Size**
  - A/B County: 65%
  - C/D County: 35%

- **Region**
  - Northeast Territory: 14%
  - East Central Territory: 11%
  - Pacific Territory: 22%
  - Southeast Territory: 24%
  - Southwest Territory: 14%
  - West Central Territory: 15%

- **HH Income**
  - HHI $75K+: 37% [Index 114]
  - Median HHI: $68,300 [MRI data]

Targeted Clusters

DIRECTV’s demographically targeted clusters offer advertisers a unique opportunity to air their content in roadblock fashion across the top rated networks and provide access to the highest rated and sold out shows. With an audience that watches nearly 10% more TV on average, quality access to the best programming and the best audience come standard on our platform.

Demographically targeted and represent a national footprint with coverage in every major DMA. Measured by Nielsen and Kantar Media. EDI capable.
Access to the Highest Rated and Sold Out Shows
DIRECTV offers early opportunities to lock in inventory and create flexible packages allowing advertisers to take advantage of marquee programming and upcoming premieres.

The Best Programming

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**ADULTS**
- SUITS
- DALLAS
- WHITE COLLAR
- TOP GUN
- Royal Pains
- The Big Bang Theory
- fairly legal
- rizzoli & isles
- burn notice

**MALE**
- MAD MEN
- WALKING DEAD
- PAWN STARS
- DEADliest CATCH
- BrBa
- ANGER MANAGEMENT
- AMERICAN HORROR STORY
- Sons of Anarchy

**FEMALE**
- Project Runway
- Project Runway: New York
- Army Wives
- Keeping the Kardashians
- The Big Bang Theory
- Client List
- DANCE MOMS

**YOUNG ADULT**
- Awkward
- Jersey Shore
- Punk'd
- Love & Hip Hop
- Game
- Secret Life of an American Teenager
- Teen Wolf
- The Fitzgerald Family Christmas

**KIDS**
- Phineas and Ferb
- Dora the Explorer
- Cars
- Clone Wars
- Transformers

**LIFESTYLE**
- Cake Boss
- Chopped
- Dine Wars
- House Hunters
- Monster in Laws
- My Big Fat Fabulous Life
- Storage Wars

**EXCLUSIVE**
- Audience
- Hit & Miss
- Damages
- Calumet Fitz

**NEWS**
- Piers Morgan Tonight
- Hardball
- Weiners Center
- Storm Riders
- AC360
- Huckabee
- The Money Vote
- Rachel Maddow
DIRECT RESPONSE

Direct Response Advertising consists of two components, short form and long form. Short Form units range from :15 to :60 seconds in length. Long Form units are 30 minutes in length. All Direct Response ads need to have a method of response; either an 800 number and/or a web address.

SHORT FORM AND LONG FORM DIRECT RESPONSE

DIRECTV is the destination for Short Form and Long Form Advertising Sales. There are many options for short form agencies and advertisers. These include our 11 demographically targeted clusters, live sporting events, regional sports and interactive advertising. We accept :15, :30, and :60 second units on all clusters and live sports.

Our Long Form Advertising Sales opportunities consist of twenty one channels that are dedicated to infomercials, live shopping and programming which can be viewed in all DIRECTV residential households. Time is sold in blocks ranging from a ½ hour to a full 24/7 branded channel, where a total of 10,248 half-hour long form advertising is available per week. Packages can be customized based on a client’s needs.

FOR MORE INFORMATION

Please contact:
Amy Leifer
212-205-0932
ableifer@directv.com
The DIRECTV Sports Advantage

DIRECTV’s sports advertising platform gives you the most exclusive coverage and access to more national, local and regional sports than anyone else. With enhanced programming features, targeted sponsorship opportunities and an audience that watches 35% more live sports on average, we are the undisputed leader in sports advertising.

DIRECTV Outperforms On Every Major Sport
Unmatched Sports Viewing Experiences

Innovative viewing experiences such as NFL SUNDAY TICKET and MARCH MADNESS®, that increase viewer engagement time.

NFL SUNDAY TICKET >>

MLB Mix Channel >>

NCAA® Bracket >>

Olympics Mix & Medal Count >>
Interactive Advertising

Deeper Engagement Though Interactivity

DIRECTV offers a suite of Emmy® Award-winning interactive advertising opportunities affording advertisers a unique way to showcase exclusive content as well as gain deeper engagement with the viewer. Receive complete metrics reporting HH impressions and engagement time as well as the ability to retain leads generated through consumer requests for information after the content has aired.

DAU EXAMPLE
THREE ENTRY POINTS

DIRECTV ACTIVE™ Channel
DIRECTV Guide
:30 Inventory (Cluster buy)

INTERACTIVE CHANNEL LANDING PAGE

One click to watch network channel
24/7 Live Linear Channel
An “online-like” TV experience
Click through to interactive game, multi-media, etc.
DIRECTV ACTIVE™
DIRECTV ACTIVE™ is the interactive homepage for DIRECTV subscribers available in 18 million households. Advertisers can effectively entice viewers into deeper engagement with their brands by utilizing this technology.

- Features local weather, What’s Hot on DIRECTV, lottery results, customer support
- Recently redesigned for a better interactive user experience
- Static and Dynamic Ad Units exclusively showcased

Dynamic Ad Unit
An advertiser-owned channel that offers enhanced user interactivity designed around advertiser long-form video content. An entertaining and enriched advertising venue where consumers are able to interact and spend time with branded video content.

3 entry points:
- DIRECTV ACTIVE™
- EPG Access
- :30 Cross Channel Media

Static Ad Unit
Offers a basic level of user interactivity designed to make immediate impact on the viewer. Ideal for call-to-action messages, one-touch RFI/lead generation and direct “tune-to” functionality.

2 entry points:
- EPG Access
- Mix Channels

Mix Channels
Own the landscape by branding the mosaic channel, featuring 8 screens of the latest breaking news and live sporting events.

- Static Ad Units can be accessed from Mix Channels
- Interactive Advertising is only available in tandem with linear cross channel buy
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.

PROFILES

Audience composition measured in %

**ADULT**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Median Age/Income</th>
<th>Children</th>
<th>College</th>
<th>Home Owned</th>
<th>HH Income 75k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>46 / $67,700</td>
<td>36%</td>
<td>23%</td>
<td>77%</td>
<td>31%</td>
</tr>
<tr>
<td>Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Age     | |              |         |            |                |
|---------| | 2-17         | 18-34   | 35-54      | 55+            |
| 10%     | | 19%          | 35%     | 36%        |                |

**FEMALE**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Median Age/Income</th>
<th>Children</th>
<th>College</th>
<th>Home Owned</th>
<th>HH Income 75k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>43 / $65,800</td>
<td>42%</td>
<td>23%</td>
<td>77%</td>
<td>32%</td>
</tr>
<tr>
<td>Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Age     | |              |         |            |                |
|---------| | 2-17         | 18-34   | 35-54      | 55+            |
| 15%     | | 21%          | 33%     | 31%        |                |
**Usage**

**PROFILES**

Audience composition measured in %

### KIDS

- **Gender**
  - 50% Men
  - 50% Women

- **Median Age/Income**
  - 15 / $64,200

- **Age**
  - 66% 2-17
  - 15% 18-34
  - 13% 35-54
  - 6% 55+

- **Children**
  - 78%

- **College**
  - 23%

- **Home Owned**
  - 71%

- **HH Income 75k+**
  - 35%

### LIFESTYLE

- **Gender**
  - 40% Men
  - 60% Women

- **Median Age/Income**
  - 49 / $69,400

- **Age**
  - 10% 2-17
  - 15% 18-34
  - 36% 35-54
  - 39% 55+

- **Children**
  - 37%

- **College**
  - 27%

- **Home Owned**
  - 79%

- **HH Income 75k+**
  - 33%

### MALE

- **Gender**
  - 61% Men
  - 39% Women

- **Median Age/Income**
  - 46 / $67,800

- **Age**
  - 12% 2-17
  - 18% 18-34
  - 36% 35-54
  - 31% 55+

- **Children**
  - 42%

- **College**
  - 23%

- **Home Owned**
  - 77%

- **HH Income 75k+**
  - 32%
### Usage PROFILES
Audience composition measured in %

#### NEWS

<table>
<thead>
<tr>
<th>Gender</th>
<th>Median Age/Income</th>
<th>Children</th>
<th>College</th>
<th>Home Owned</th>
<th>HH Income 75k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>52% Men</td>
<td>64 / $68,500</td>
<td>18%</td>
<td>29%</td>
<td>86%</td>
<td>35%</td>
</tr>
<tr>
<td>48% Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Age | | |
|-----|-----|-----|-----|-----|-----|
| 2-17 | 4% | 24% | 70% |
| 18-34 | 2% | |
| 35-54 | | |
| 55+ | | |

#### SPORTS

<table>
<thead>
<tr>
<th>Gender</th>
<th>Median Age/Income</th>
<th>Children</th>
<th>College</th>
<th>Home Owned</th>
<th>HH Income 75k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>71% Men</td>
<td>44 / $73,800</td>
<td>39%</td>
<td>36%</td>
<td>79%</td>
<td>45%</td>
</tr>
<tr>
<td>29% Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Age | | |
|-----|-----|-----|-----|-----|-----|
| 2-17 | 10% | 25% | 35% | 30% |
| 18-34 | | |
| 35-54 | | |
| 55+ | | |

#### YOUNG ADULT

<table>
<thead>
<tr>
<th>Gender</th>
<th>Median Age/Income</th>
<th>Children</th>
<th>College</th>
<th>Home Owned</th>
<th>HH Income 75k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% Men</td>
<td>25 / $62,800</td>
<td>61%</td>
<td>19%</td>
<td>66%</td>
<td>27%</td>
</tr>
<tr>
<td>60% Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Age | | |
|-----|-----|-----|-----|-----|-----|
| 2-17 | 30% | 34% | 24% | 12% |
| 18-34 | | |
| 35-54 | | |
| 55+ | | |

Source: Nielsen NPower, June 2012, Live viewing, 1p-2a (Median HHI MRI Spring 2012)
DELIVERY INSTRUCTIONS

- Electronic delivery is the preferred method of HD and SD spot delivery

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 do not require center-cut protection.

ELECTRONIC DELIVERY

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

- For DG FastChannel, call 800-324-5672 or email customersupport@dgfastchannel.com
  Our SD system code is DIRLA-CN. Our HD System code is DTVHD-CN.
- For Extreme Reach, call 877.769.9382 or email support@extremereach.com.
  Our SD and HD destination box is DirecTV-LABC.
- For Javelin, go to www.javelindelivers.com, call Blair Lavey at 201.220.7253 or email blair.lavey@bydeluxe.com
- For Comcast Ad Delivery, call (303) 712-3003 or email AdDelivery_ClientManagers@cable.comcast.com
- For On The Spot Media, call Jacki Berger at JBerger@onthespotmedia.com, or email Sales@onthespotmedia.com
- For Yangaroo, call 1.866.992.9902 or email support@dmds.com

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.

Run sheet to be included in the tape box identifying the actual spots on the tape. All commercial tapes must be received by DIRECTV-LABC at least 5 business days prior to air.

Only one (1) copy of the commercial (extras are destroyed immediately) should be sent to:

DIRECTV-LABC
Attention: Media Library
12800 Culver Boulevard
Los Angeles, CA 90066
(310) 964-8541

PLEASE BE SURE TO INDICATE "AM" DELIVERY.

Note: Should tapes arrive more than “30 days” prior to the actual airdate, the tape will be destroyed and a new tape will be required for your order.

CREATIVE/CONTENT

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 and copy Susan Kim at shkim@directv.com.
**TAPES — HIGH DEFINITION**

- One (1) copy per spot. D5, HDCAM or HDCAM-SR tape, with ascending and continuous drop frame time code. 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: AC3, AES 3/4: Lt/Rt).
  - If AC3 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 time code. 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 (310) 964-8539.

**OPERATIONAL SPECIFICATIONS**

Video and audio material shall be produced using industry standards and accepted practices. Audio must be in compliance with the ATSC A/85 audio loudness standard. DIRECTV will make any necessary audio corrections to a commercial in order to meet this standard.

**Slates contain the following information:**

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

**Tapes shall be formatted as follows:**

- S: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
Commercial Copy Requirements

CONTACTS

PARIS
General Traffic
paris@directv.com
(310) 964-5597

TONY FLORES
Tape Issues/General Traffic
tbflores@directv.com
(310) 964-6136

ERIC FIGUEROA
Sports Traffic
jefigueroa@directv.com
(310) 964-4628

MIA CRAWFORD
Infomercial Issues
mcrawford@directv.com
(310) 964-4861

YOUR CHECKLIST

☐ If sending tape(s), please contact your courier to confirm tape delivery.

☐ Traffic instructions should be faxed to Ad Sales Traffic (310) 964-3023 or email adsalestraffic@directv.com no later than 7 days prior to the week of air.

☐ All traffic-instruction/tape issues should be addressed to the contacts.
## DIRECTV National Ad Sales Contacts

### GENERAL MARKET
Keith Kazerman  
keith.kazerman@directv.com  
212-205-0605

### ADDRESSABLE ADVERTISING
Gina Cubile  
gcubile@directv.com  
212-205-0615

### SPORTS ADVERTISING
Stephen Whitehurst  
smwhitehurst@directv.com  
212-205-0899

### INTERACTIVE ADVERTISING
Steve Silvestri  
smsilvestri@directv.com  
212-205-0610

### DIRECT RESPONSE ADVERTISING
Amy Leifer  
ableifer@directv.com  
212-205-0932

### POLITICAL ADVERTISING
Noelle Slomich  
ncslomich@directv.com  
212-205-0633

### RESEARCH
Jordan Breslow  
jabreslow@directv.com  
212-205-0736

### ORIGINAL PROGRAMMING
Kerri Thornblad  
kathornblad@directv.com  
310-964-1434

### V.P. WEST COAST SALES
J.C. Kawalec  
jckawalec@directv.com  
310-964-5792

### V.P. MIDWEST REGION SALES
Steve Fish  
sfish@directv.com  
312-923-4701

### SPANISH LANGUAGE
Dan Casey  
dcasey@worldlinkmedia.com  
323-965-3002

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For Customer Services issues, please go to www.directv.com and click on customer service link at the bottom of the page.

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### El Segundo Headquarters
2230 E. Imperial Highway  
El Segundo, CA 90245

### New York Sales Office
One Rockefeller Plaza  
5th Floor  
New York, NY 10020

### Chicago Sales Office
444 North Michigan Ave  
Suite 1970  
Chicago, IL 60611

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