



DIRECTV CONNECTED PROPERTIES™

CENTRALIZED | INTEGRATED | PROFESSIONALLY INSTALLED



DIRECTV Connected Properties™

INTRODUCTION

DIRECTV is the number one satellite provider in the country with more people choosing it than the top ten cable TV Companies combined. The reason is simple: DIRECTV offers more programming coverage, more sports in HD, more exclusive sports programming, and more international programming than any other providers.

A DIRECTV Connected Properties™ installation will give your existing and prospective residents the ability to select DIRECTV for their video services without having to buy or install their own individual dish. Now, instead of having to pay for a balcony installation, residents can enjoy the benefits of DIRECTV by calling a dedicated 800 number and selecting their desired programming package. It's that simple.

The following pages will outline the construction process, customer experience and economic packages available depending on the level of property access and marketing support provided to DIRECTV.

THE DIRECTV CONNECTED PROPERTIES™ INSTALLATION

The MFH2 installation process consists of one domestic and international satellite dish mounted at a discrete location on the roof of each building. Backbone distribution cable is installed from the building's satellite dish to the individual distribution lock-box in order to utilize existing home-run cables for signal delivery to subscribing units.



In a non-exclusive access environment a neutral junction box will be installed, at no cost to the property, so that multiple providers can all operate services without interference and in accordance with FCC rules & regulations.

Community power is used to power DIRECTV's MFH2 system which draws less than 3 amps (350 Watts) per 12 subscribers ... the equivalent to powering 4 light bulbs.

Key features of the DIRECTV installation are:

- No cost to owner – DIRECTV pays for cost of installation.
- Fiber or Coax – Works over fiber or coax.
- LOS - Satellite dish requires clear line-of-sight for signal reception.
- Uses Existing Wiring - Enables use of existing home run cable.
- DIRECTV's IPAdvantage™ technology allows for many receivers and supports the full suite of DIRECTV programming and services using single-wire technology.



THE CUSTOMER EXPERIENCE

After a DIRECTV Connected Properties™ installation, the customer ordering process¹ is quick and easy and involves the following steps:

- 1) Customer calls 1-800-DIRECTV to speak to a dedicated MDU Customer Service Representative
- 2) Customer service rep will ask for the:
 - Billing phone number
 - Exact address and unit number of the customers apartment
- 3) Customer will choose:
 - Number of receivers to be installed
 - Type of receiver desired (HD or SD)
 - DIRECTV programming package and/or premium channels desired
 - Foreign Language programming , sports channels or other programming options
- 4) The Customer Service Representative will work with the customer to schedule the installation time and confirm the order information.

ACCESS AGREEMENTS – THREE FLAVORS TO CHOOSE FROM

DIRECTV has three alternative service agreements for your consideration, each with differing degrees of access and marketing rights granted to DIRECTV. As the extent of marketing and access rights have a direct relationship to the ultimate penetration rates achieved at each property, the economic incentives vary depending on which option is selected:

I. EXCLUSIVE ACCESS & EXCLUSIVE MARKETING

Under this agreement form, DIRECTV will be the exclusive video provider on the property, billing subscribing residents directly for their services. The economic incentives for granting DIRECTV exclusive access are substantial and include both **revenue share** for the term of the agreement and **a one-time per unit fee payment** upon activation of the services.

II. EXCLUSIVE MARKETING & EXCLUSIVE SATELLITE PROVIDER

The non-exclusive access agreement with exclusive marketing rights provides compelling economic incentives while allowing other non-satellite delivered video provider alternatives available on-site for residents to choose from. Again, the property's economic incentive is provided in the form of an ongoing **revenue share payment** for the term of the agreement and a one-time **per unit fee payment** made upon activation of services.

III. NON-EXCLUSIVE PROVIDER WITH MARKETING

At a property where exclusive access and marketing are not contractually allowed, DIRECTV will still pay for an MDU installation where co-marketing support from the property is available for the duration of a 10-year service agreement. In these competitive environments, property economic incentives are limited to **revenue share**.

¹ On approved credit, credit card required. New customers only (lease required, must maintain programming, DVR and HD Access). Hardware available separately. Lease fee \$5.00/mo for second and each additional receiver.



DATA AND VOICE

DIRECTV video alternatives set forth in this proposal stand alone or can be combined with data and voice programs which we can facilitate with one of our partner providers. If you desire compelling data and voice services to be examined in conjunction with your review of DIRECTV video services, we will identify the relative partner for the location of your property and assist in coordination during the proposal period and thereafter.

MARKETING MATERIALS

Under any of the three Service Agreement options, the key to our joint success is achieving a high penetration of DIRECTV subscribers at your property. DIRECTV's attractive programming and advanced features are well publicized nationally. In order to promote the availability of DIRECTV at your property, we will provide persuasive marketing materials for display at the leasing office, promotional offers will be mailed directly to the residents, and we will sponsor a launch party. The latter is a very effective way to introduce DIRECTV's presence at the property and sign up new customers at the same time.

LAUNCH PARTY

Most launch parties are scheduled within 30 days after initiation of the service and include special promotional packages to encourage immediate sign up. The launch party includes non-alcoholic beverages, pizzas and other snacks commonly associated with socials of this nature. DIRECTV launch parties can be theme based and held in co-sponsorship with regularly occurring community events. Our goal is to introduce the new and easy way for residents to enjoy DIRECTV service and have a good time as we get to know your property management team and residents.

PROPERTY SUPPORT

A dedicated marketing representative is available to address any questions arise during the construction process, launch period and during the term of the agreement. Additionally, when issues persist, property representatives are encouraged to escalate beyond the standard customer service and call a DIRECTV customer call center dedicated to resolving property owner/management issues.

COURTESY ACCOUNTS

With each type of service agreement, DIRECTV offers complementary accounts for use in common area and for private use in on-site staff units. The number of public and private complementary receivers varies depending on the number of units at the property in accordance with the matrix set forth below:

# Units	# of Public Comp Accounts	# of Private Comp Accounts	Total Comp Accounts
15-99	2	1	3
100-249	3	2	5
250-499	4	3	7
500+	5	3	8

This is a non-binding presentation provided for the purpose of discussion only. Terms may change based on the actual physical condition of your property and/or other business reasons, as determined by DIRECTV. None of the terms are binding on either party unless such terms are included in a definitive agreement entered into by the parties.



All public complementary accounts are eligible for a HD or Standard receiver in each area and enjoy the following programming packages: Choice, Xtra and HD services.

All private complementary accounts are eligible to get one free HD, DVR or HD/DVR receiver and/or up to four standard receivers. These accounts must reside at the property and can enjoy the following programming alternatives: Choice, Xtra, HD and DVR services

LEASING AGENT PROGRAM "DIRECTV SIGN-N-SPLURGE"

Reports indicate that 77% of video services are sold upon lease signing and 56% of all video services chosen by tenants are influenced by Leasing Agents. In light of these impressive statistics, DIRECTV has developed an incentive program to incent Leasing Agents to make new residents aware that the property is wired with the #1 satellite provider in the country, and sign them up as new DIRECTV customers.

Leasing Agents register at DIRECTVSignAndSplurge.com, create a user profile and then enter referrals for each prospective new tenant they speak to about DIRECTV. When these residents sign up for service, the leasing agent earns points to use towards any of the thousands of gifts available!

From laptop computers to jewelry and other fantastic gifts, the Sign-N-Splurge program will be exciting for your leasing agent staff and will help to spread the word about DIRECTV's availability at the property.

PROGRAMMING & COST

DIRECTV gives you access to 265 100% digital-quality channels, including access to over 30 Premium Channels, Hi-Definition access*, Pay-Per-View Events, Sirius XM Satellite Radio and your favorite local channels. The detailed programming packages, corresponding pricing, and current national offers may be accessed at www.DIRECTV.com².



* To access DIRECTV HD. HD Access fee (\$10.00/mo.), DIRECTV HD receiver, and HD television equipment is required. Number of channels varies by packages selected. Based on 24/7 HD channels. **Eligibility for local channels based on service address. In cities where local off-air high-definition programs are available, reception may vary based on geographic location. Programs not delivered in HD in all markets.
**On approved credit, credit card required. New customers only (lease required, must maintain programming, DVR and HD Access). Hardware available separately. Lease fee \$5.00/mo for second and each additional receiver.

This is a non-binding presentation provided for the purpose of discussion only. Terms may change based on the actual physical condition of your property and/or other business reasons, as determined by DIRECTV. None of the terms are binding on either party unless such terms are included in a definitive agreement entered into by the parties.



INTERNATIONAL PROGRAMMING

DIRECTV offers top quality international programming in 15 languages from around the world, including China, Russia, Italy, the Philippines, Korea, India and Ukraine.

Language	DIRECTV	CABLE	DISH
Vietnamese Channels	6	1 - 2	1
Vietnamese Exclusive	4	0	1
Cantonese Channels	4	1	2
Mandarin Channels	7	2 - 5	36
Filipino Channels	10	1 - 3	7
Korean Channels	5	Variable	6
Indian Channels	11	Variable	4
Russian Channels	7	1-5	7
Russian Exclusive	4	None	None
Greek Channels	4	2	4
Greek Exclusive	4	None	2

Moreover, DIRECTV's programming beats the competition in the quality and quantity of international channels offered. The adjacent comparison sets forth an array of international programming and the number of channels that DIRECTV has vs. the competition.

Properties with a foreign language speaking resident mix will be pleased to offer this vast selection of international choice combined with the very best in domestic video programming.

SPORTS PROGRAMMING

If you call yourself a real sports fan, you have to choose DIRECTV for the most sports in HD and the best exclusive sports packages. From the **NFL SUNDAY TICKET™** to **NASCAR HotPass™** to **NCAA® MEGA MARCH MADNESS®**, just to name a few, DIRECTV is the undisputed champion of sports programming. You get more matchups, multi-screen Game Mixes, and interactive features that let you control the action. It's a whole new way to watch sports. And it's only on DIRECTV.

Existing and prospective residents will be excited to have an alternative that delivers exclusive sports programming that cannot be obtained from other video providers. Moreover, with DIRECTV Connected Properties™ installation a balcony installation or dedicated dish is not required.





DIRECTV HD

The DIRECTV HD DVR (HR22/HR23) allows users to enjoy both standard definition ("SD") and high definition ("HD") programming and supports the following features:

- Record up to 100 Hours of HD or 400 hours of SD programming;
- Control how you're watching – backup, slow down or use instant replay;
- Record two shows at once while watching a third show from your playlist;
- Search the 14-day Advanced Program Guide and schedule a recording;
- DIRECTV on DEMAND capable;
- DIRECTV DVR Scheduler capable;
- HD Access and DVR Service required.

DIRECTV ON DEMAND

Over 6,000 movies, shows and more are available On Demand with DIRECTV. The programming is in both standard definition and high definition format and 80% of the content is free. On Demand users can connect via Ethernet Cable, Internet Connection Kit or wirelessly, and once set up, users can start watching the On Demand accessed programming before it finishes downloading.

DIRECTV SCHEDULER

This easy-to-use feature will allow you to schedule recordings from any computer or mobile phone, so your shows are ready to watch when you are. Just register your DIRECTV account at www.directv.com to view the entire DIRECTV program guide on your computer or mobile phone and you're ready to start (DVR Required for DVR Scheduler).



With the DVR Scheduler, from your computer, phone or PDA, you can:

- Browse and search the entire DIRECTV 14-day Advanced Program Guide and select the programs you want to record;
- Submit requests for upcoming shows, or shows that are currently in progress;
- Automatically get email confirmations for selected recordings;
- Send the record command to a specific DVR in your home;
- Prioritize selected recordings.

You will never miss your favorite shows again and it's as easy as 1-2-3!



FREQUENTLY ASKED QUESTIONS

Question	Answer
Where will the dish be placed	The dish needs to be placed in clear view of the sky, in most cases this is the roof of a building
	During the survey process DIRECTV will talk with the building owner and determine the best location
I'm concerned about the cost of the wiring for DIRECTV vs. Cable	90% of the time existing coaxial cable can be used for signal distribution
	DIRECTV incurs a majority of the installation and system cost
I'm not allowed to do Exclusive Access contracts	DIRECTV offers a variety of contract types to accommodate any owners needs and maximize owner compensation
I have experienced service and install issues in the past while working with other service providers	DIRECTV installers are trained and certified in MFH2 design and installation
	DIRECTV CONNECTED PROPERTIES™ uses the same processes that guide the DIRECTV residential service and installation orders
	Over the last nine years, DIRECTV has had higher customer satisfaction ratings than cable
Will the quality of service be affected by the weather	With a single dish setup, the impact of the weather related outages is minimized as compared to cable, which loses the entire system during an outage
	Most (90%) of these issues are eliminated when equipment is properly installed and aligned by a certified, Professional installer
	While there may be periodic interruptions when server rain is present, DIRECTV maintains a 99.9% signal reliability rate