

# General Market Offers

	<b>SELECT™</b> All Included Package OVER 150 CHANNELS	<b>ENTERTAINMENT</b> All Included Package OVER 155 CHANNELS	<b>CHOICE™</b> All Included Package OVER 185 CHANNELS	<b>XTRA</b> All Included Package OVER 230 CHANNELS	<b>ULTIMATE</b> All Included Package OVER 245 CHANNELS	<b>PREMIER™</b> All Included Package OVER 325 CHANNELS
	\$78.00/mo.: Regular Price -\$38.00/mo.: Programming Rebate - \$5.00/mo.: Autopay credit	\$90.00/mo.: Regular Price -\$45.00/mo.: Programming Rebate - \$5.00/mo.: Autopay credit	\$105.00/mo.: Regular Price -\$55.00/mo.: Programming Rebate - \$5.00/mo.: Autopay credit	\$117.00/mo.: Regular Price -\$57.00/mo.: Programming Rebate - \$5.00/mo.: Autopay credit	\$128.00/mo.: Regular Price -\$63.00/mo.: Programming Rebate - \$5.00/mo.: Autopay credit	\$181.00/mo.: Regular Price -\$66.00/mo.: Programming Rebate - \$5.00/mo.: Autopay credit
	<b>\$35<sup>00</sup></b> / MO. + TAX	<b>\$40<sup>00</sup></b> / MO. + TAX	<b>\$45<sup>00</sup></b> / MO. + TAX	<b>\$55<sup>00</sup></b> / MO. + TAX	<b>\$60<sup>00</sup></b> / MO. + TAX	<b>\$110<sup>00</sup></b> / MO. + TAX
	FOR 12 MONTHS with 24-month agreement after autopay. \$78/mo. in months 13-24 (subject to change). <b>Pay \$40/mo. until credit starts w/in 3 bills.</b>	FOR 12 MONTHS with 24-month agreement after autopay. \$90/mo. in months 13-24 (subject to change). <b>Pay \$45/mo. until credit starts w/in 3 bills.</b>	FOR 12 MONTHS with 24-month agreement after autopay. \$105/mo. in months 13-24 (subject to change). <b>Pay \$50/mo. until credit starts w/in 3 bills.</b>	FOR 12 MONTHS with 24-month agreement after autopay. \$117/mo. in months 13-24 (subject to change). <b>Pay \$60/mo. until credit starts w/in 3 bills.</b>	FOR 12 MONTHS with 24-month agreement after autopay. \$128/mo. in months 13-24 (subject to change). <b>Pay \$65/mo. until credit starts w/in 3 bills.</b>	FOR 12 MONTHS with 24-month agreement after autopay. \$181/mo. in months 13-24 (subject to change). <b>Pay \$115/mo. until credit starts w/in 3 bills.</b>

ALL INCLUDED OFFERS

ADDITIONAL INCENTIVES

Regional Sports fee up to \$7.49/mo. is extra & applies in select markets.

**2018 NFL SUNDAY TICKET WITH NFL SUNDAY TICKET MAX** included at no extra cost. Requires customer to select offer. Sports subscriptions auto-renew each season at then-prevailing rate (currently \$293.94/season). See page 2 for full offer details.



ADVANCED PRODUCT OFFERS

**FIRST 3 MONTHS INCLUDED AT NO EXTRA COST:**



**PREMIUMS INCLUDED:**  
HBO STARZ  
CINEMAX SPORTS PACK SHOWTIME

Req's customer to select offer. After 3 mos., services continue at then-prevailing rate (currently \$53.99/mo.) unless customer calls to change or cancel.

**ALL RISK LEVELS**  
**4 UPGRADES INCLUDED: 1 GENIE® HD DVR & UP TO 3 GENIE MINIS.**  
**OR SELECT 1 GENIE HD DVR & UP TO 3 WIRELESS GENIE MINIS FOR ONLY \$99.\***  
HARDWARE OFFER ONLY - SEE BELOW FOR TV FEES.

**STANDARD PROFESSIONAL INSTALLATION INCLUDED:** In up to 4 rooms for SELECT Package and above.  
(Applicable use tax adjustment may apply on the retail value of the installation.)

**DIRECTV CINEMA® CONNECTION KIT INCLUDED** For all non-fee HD DVR customers

ADDITIONAL FEES

- **ADVANCED RECEIVER SERVICE:** \$15/mo. Required for all HD DVRs, Genie HD DVR and TiVo® HD DVRs (Fee is included with All Included packages.)
- **TV FEE:** Fee is included for Genie HD DVR with All Included packages.  
(A \$7/mo. fee applies for the second and each additional receiver and/or Genie Mini/DIRECTV Ready TV/Device on the account.)
- **EQUIPMENT FEES:** HD Receiver: \$99 | Genie Mini: \$99 | HD DVR & TiVo® HD DVR: \$199 | Genie HD DVR: \$299 | Genie Lite: \$99 | Wireless Genie Mini/Wireless Video Bridge: \$198 | Each Additional Wireless Genie Mini: \$99
- **REGIONAL SPORTS FEE:** Regional Sports fee of up to \$7.49/mo. which is extra & applies in select markets to CHOICE Package or above and MÁS ULTRA™ Package or above.
- **ACTIVATION FEE:** \$35 one-time charge.
- **DIRECTV™ PROTECTION PLAN:** Protect your customers' DIRECTV® System for \$7.99/mo.†

PREMIUM CHANNELS

**ADD MONTHLY PREMIUMS:**

<b>1</b> = \$13.99 (\$17.99 for HBO)	<b>4</b> = \$48.99 (\$53.99 with HBO)
<b>2</b> = \$25.99 (\$30.99 with HBO)	<b>5</b> = \$61.99 (Recommend PREMIER to XTRA and ULTIMATE customers)
<b>3</b> = \$38.99 (\$43.99 with HBO)	

**PREMIUMS INCLUDE:**  
HBO STARZ  
CINEMAX SPORTS PACK SHOWTIME

## DIRECTV's All Included simple pricing makes it easy to sell DIRECTV!

**ALL INCLUDED PACKAGES FEATURE:**

- Programming Fee
- Advanced Receiver Service (\$15/mo.)
- Monthly TV fees for one Genie HD DVR (\$7/mo.)

**BUNDLE AND SAVE**

**Bundle with other great services from AT&T to save.**  
See page 8 for details.

DIRECTV OFFERS REQUIRE 24-MO. AGREEMENT. \$35 ACTIVATION, EARLY TERMINATION FEE OF \$20/MO. FOR EACH MONTH REMAINING ON AGMT, EQUIPMENT NON-RETURN & ADD'L FEES APPLY. Price incl. All Included pkg, monthly service and equip. fees for DVR & is after \$5/mo. autopay (credit, debit, or bank draft) discount for 12 mos. New approved residential customers only (equipment lease req'd). Credit card req'd (except MA & PA). Restr's apply.  
**ALL INCLUDED PACKAGES: Ends 3/31/18.** Available only in the U.S. (excludes Puerto Rico and U.S.V.I.). After 12 mos. or loss of eligibility, then-prevailing rate applies unless canceled or changed prior to end of the promo period. Pricing subject to change. Must enroll in autopay within 30 days of TV activation to receive bill credit starting in 1-3 bill cycles. First-time credit will include all credits earned since meeting offer requirements. No credits in 2nd year for autopay. **Includes:** All Included TV pkg, monthly service & equipment fees for one Genie HD and standard pro installation. **Exclusions:** Price excludes Regional Sports fee of up to \$7.49/mo. (which is extra & applies in select markets to CHOICE and/or MÁS ULTRA and higher pkgs), applicable use tax expense surcharge on retail value of installation, custom installation equipment upgrades/add-ons (min. \$99 one-time fee & \$7 monthly fees for each extra receiver/DIRECTV Ready TV/Device), and certain other add'l fees & charges.  
**GENIE HD DVR UPGRADE OFFER:** Includes instant rebates on one Genie HD DVR and up to three Genie Minis with activation of the SELECT Package or above; OPTIMO MÁS Package or above; or any qualifying international service bundle, which shall include the DIRECTV CHOICE programming package. **A \$99 fee applies for Wireless Genie Mini upgrade.** Whole-Home HD DVR functionality requires a Genie HD DVR connected to one television and a Genie Mini, H25 HD Receiver(s) or a DIRECTV Ready TV/Device in each additional room.