

# DIRECTV and DISH Revolutionize Political TV Advertising Landscape with Combined Addressable Advertising Platform Reaching 20+ Million Households

*Pay-TV leaders combine sales efforts for addressable advertising allowing statewide political campaigns to target TV ads at the household level  
Technology delivers a customized audience for statewide races and issue-based campaigns*

EL SEGUNDO, Calif. and ENGLEWOOD, Colo., Jan. 26, 2014 – DIRECTV (NASDAQ: DTV) and DISH Network L.L.C., a wholly owned subsidiary of DISH Network Corporation (NASDAQ: DISH), have joined forces to offer an addressable advertising platform of unprecedented scale and reach for political campaigns. The strategic relationship will allow participating statewide political campaigns to target their TV ads at the household level within 20+ million DIRECTV and DISH homes.

The DIRECTV-DISH arrangement will focus on political TV advertisements only, while the companies' other media sales efforts will continue to operate independently.

"The DIRECTV/DISH addressable advertising platform utilizes highly sophisticated and targeted technology that will allow political campaigns to specifically reach swing voters with TV ads. Campaigns can focus their message to a precise set of potential voters and eliminate the spending waste," said Keith Kazerman, senior vice president of ad sales, DIRECTV. "The platform not only uniquely monetizes big data, which has become critical

“The  
DIRECTV/DISH  
addressable  
advertising  
platform utilizes  
highly  
sophisticated  
and targeted  
technology that  
will allow  
political  
campaigns to  
specifically

to every political campaign, but it does it at scale. It's the perfect complement to local DMA cable buys and a fiscally compelling alternative to local broadcast."

"Individually, DISH and DIRECTV have pioneered household-addressable advertising across a national footprint for more than two years," said Warren Schlichting, senior vice president of DISH media sales. "As campaigns utilize more and more data, household-addressable advertising introduces a powerful tool to deliver a tailored message to a precise and measurable audience. Together, DISH and DIRECTV reach nearly one out of every five U.S. television households and usher TV into the modern political age."

DIRECTV and DISH utilize the same technology to deliver addressable advertising at the household level to a combined audience of more than 20 million households.

Using the same methodology of direct mail, addressable advertising allows advertisers to reach their desired audience with accuracy and combines the emotional impact of TV with nationwide reach and scale.

DISH and DIRECTV expect sales to begin in the coming weeks.

## About DIRECTV

DIRECTV (NASDAQ: DTV) is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 35 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 20 million customers access to more than 190 HD channels and Dolby-Digital® 5.1 theater-quality sound, access to exclusive sports programming such as NFL SUNDAY TICKET™, Emmy-award winning technology and higher customer satisfaction than the leading cable companies for 12 years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay TV category in technology, programming and service, delivering an unrivaled digital television experience to more than 15.5 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 42 percent interest in

reach swing  
voters with TV  
ads. Campaigns  
can focus their  
message to a  
precise set of  
potential voters  
and eliminate  
the spending  
waste”

Game Show Network. For the most up-to-date information on DIRECTV, please visit [www.directv.com](http://www.directv.com).

## About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.049 million satellite TV customers, as of Sept. 30, 2013, with the highest quality programming and technology with the most choices at the best value. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 200 company. Visit [www.dish.com](http://www.dish.com).

## Media Contact

John Hall, DISH

303-723-1968

[johnw.hall@dish.com](mailto:johnw.hall@dish.com)

[@DISHNews](#)

Cara Brugnoli, DIRECTV

212.205.0887

[CMBrugnoli@directv.com](mailto:CMBrugnoli@directv.com)

## Investor Contact

Jason Kiser, DISH

303-723-2210

[jason.kiser@dish.com](mailto:jason.kiser@dish.com)

Martin Sheehan, DIRECTV

310-964-0909

Martin.Sheehan@DIRECTV.com

---