

DISH First Major US Pay-TV Provider to Integrate Netflix

App available today on second-generation Hopper® Whole-Home HD DVR Integration streamlines customers' video entertainment experience

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--DISH today became the first major pay-TV provider in the U.S. to integrate the Netflix app into its set-top box. Available on DISH's second-generation Hopper, the app gives customers the ability to instantly stream Netflix movies and TV shows, including "House of Cards" and "Orange is the New Black," from the same platform used to access their linear television channels. The Netflix app will rollout to DISH customers throughout the day.

"Pairing Netflix with Hopper represents the consolidation of two incredible video experiences," said Vivek Khemka, DISH senior vice president of product management. "This app integration eliminates the need to switch television inputs to access content on varying devices. It gives our customers easy access to their favorite shows and movies, on both DISH and Netflix, without ever having to leave their Hopper."

"As the first major pay-TV provider in the U.S. to add the Netflix app to its set-top box, DISH strengthens an already robust video entertainment experience for its customers," said Bill Holmes, global head of business development at Netflix. "Many households subscribe to both Netflix and a traditional pay-TV service. Our vast library of TV shows and movies, combined with DISH's lineup of live television content, gives customers easy access to a wide variety of complementary programming."

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Hopper customers will find the same Netflix user interface found on most other platforms. The app is easily accessible from any channel by clicking the blue button on the DISH remote and selecting the Netflix icon, or from the Netflix icon on the Hopper main menu. Those new to Netflix can create an account in the app or by visiting www.netflix.com/dish.

programming.”

The Netflix app is currently available on all broadband-connected second-generation Hopper set-top boxes. In the coming months, DISH expects the app to rollout to Joey, Super Joey and Wireless Joey clients. Additionally, in the future, titles available on Netflix could be integrated into the search functionality across live, recorded and Video On Demand programs for both the Hopper as well as DISH’s forthcoming OTT service.

About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.041 million satellite TV customers, as of Sept. 30, 2014, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corp. is a Fortune 250 company. Visit www.dish.com.

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About Netflix

Netflix is the world’s leading Internet television network with over 53 million members in nearly 50 countries enjoying more than two billion hours of TV shows and movies per month, including original series. Members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

Photos/Multimedia Gallery

Available: <http://www.businesswire.com/multimedia/home/20141217005761/en/>

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