

# COMMERCIAL **PLAYBOOK**



**DIRECTV**  
FOR BUSINESS

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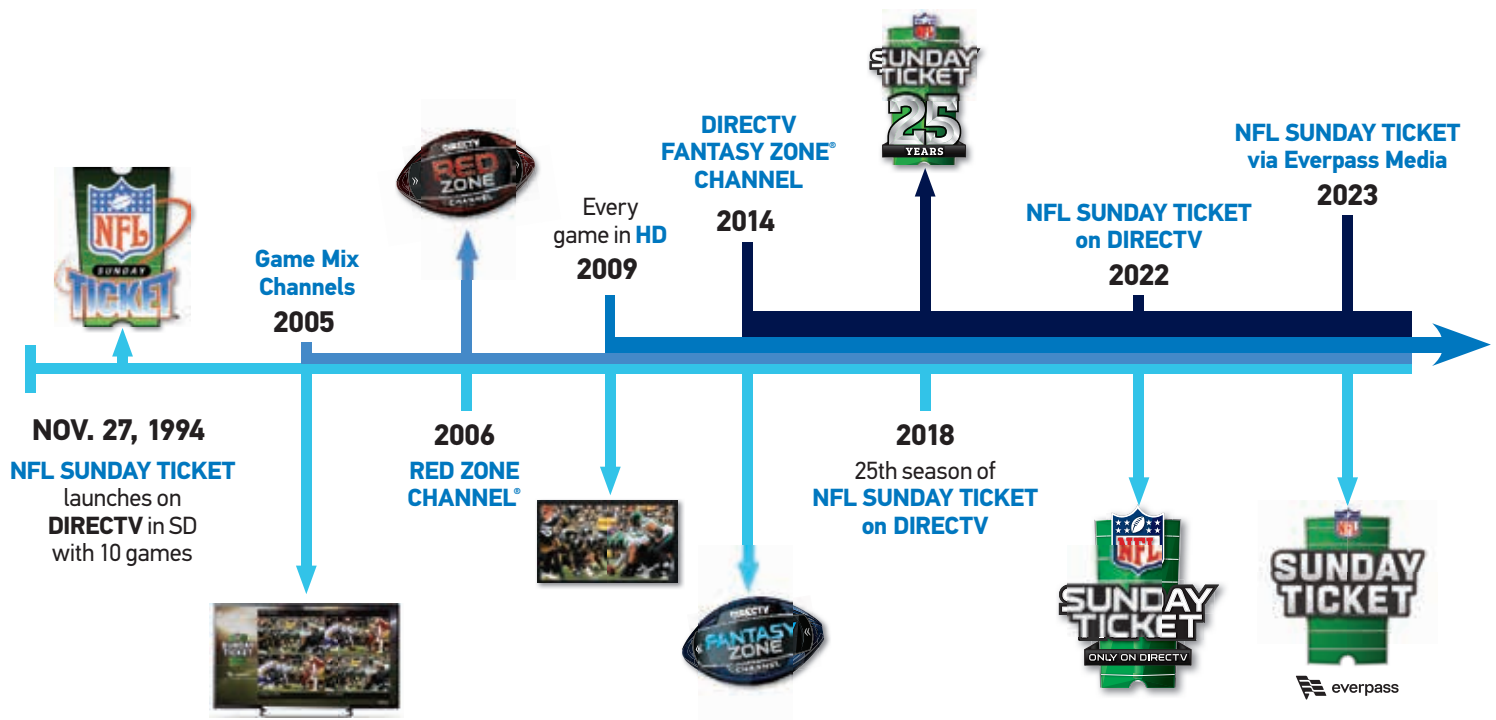
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# NFL SUNDAY TICKET & DIRECTV

The partnership and evolution of NFL SUNDAY TICKET and DIRECTV



## WHAT IS NFL SUNDAY TICKET?

NFL SUNDAY TICKET is a premium sports package that provides the ability to watch every out-of-market game on **Sunday afternoon**.

An afternoon game qualifies as games that play between these time slots: **1:00 PM ET** and **4:25 PM ET**

DIRECTV FOR BUSINESS is a national commercial distributor for NFL SUNDAY TICKET

It does not include:

1. Games available in-market on local channels (CBS, FOX) or on NFL Network
2. Nationally broadcast NFL games
3. Select digital-only games
4. International games

# 2025 SEASON PRICING

Public Viewing Fire Code Occupancy (FCO)	1-Pay	3-Pay	5-Pay	Account Types
Renewal Customers ONLY				
<b>Small Bar</b> (FCO 1-100, 4 or less receivers)	N/A	N/A	\$240.00	BAR, BLK, GOV
New/Upgrade/Renewal Customers				
1-50 (1 Receiver)	\$2,150.00	\$716.67	\$430.00	BAR, BLK, GOV
1-50	\$3,200.00	\$1,066.67	\$640.00	BAR, BLK, GOV
51-100	\$5,800.00	\$1,933.33	\$1,160.00	BAR, BLK, GOV
101-200	\$11,300.00	\$3,766.67	\$2,260.00	BAR, BLK, GOV
201-350	\$16,000.00	\$5,333.33	\$3,200.00	BAR, BLK, GOV
351-500	\$21,500.00	\$7,166.67	\$4,300.00	BAR, BLK, GOV
501-750	\$25,000.00	\$8,333.33	\$5,000.00	BAR, BLK, GOV
751-1,000	\$36,000.00	\$12,000.00	\$7,200.00	BAR, BLK, GOV
1,001-1,500	\$53,500.00	\$17,833.33	\$10,700.00	BAR, BLK, GOV
1,501-2,000	\$70,000.00	\$23,333.33	\$14,000.00	BAR, BLK, GOV
2,001-5,000	N/A	\$45,666.67	\$27,400.00	BAR, BLK, GOV
5,001-10,000	N/A	\$89,000.00	\$53,400.00	BAR, BLK, GOV, STA
10,001+ (Casino)	N/A	N/A	\$66,600.00	BAR, BLK, GOV, STA
Business Viewing	\$1,200.00	\$400.00	\$240.00	BVN, HOS
Private Viewing	\$1,200.00	\$400.00	\$240.00	FIR, POL, VIE
Oil Rigs	\$1,200.00	\$400.00	\$240.00	OIL
Private Air	\$3,200.00	N/A	N/A	AIR
Private Air - Add'l TV	\$129.00	N/A	N/A	AIR
Commercial Air	\$1,500.00	N/A	N/A	AIR

## KEY DATES

- **5-Pay New/Upgrade Offers Available:**  
6/8/25-8/2/25 (must activate by 9/2/25)
- **3-Pay New/Upgrade Offers Available:**  
6/8/25-10/2/25 (must activate by 11/2/25)
- **1-Pay New/Upgrade Offers Available:**  
6/8/25-10/12/25 (must activate by 11/12/25)
- **5-Pay Renewal Offers Available:**  
6/8/25-8/2/2025
- **3-Pay Renewal Offers Available:**  
6/8/25-10/2/25
- **1-Pay Renewal Offers Available:**  
6/8/25-10/12/25

# NFL SUNDAY TICKET **INCLUDES**

- Every game in crystal-clear **HD**
- Up to **200 games** across 18 weeks of regular-season action

- **Game Mix Channel**  
Watch up to four or eight live games on a single screen



## **PLUS, THESE DIRECTV FOR BUSINESS BENEFITS:**

- Complimentary NFL SUNDAY TICKET Marketing Kit
- Access to additional NFL SUNDAY TICKET marketing materials on DIRECTV MVP
- 275 MVP Credits
- Profit Calculator
- and more!



## **CHANGES FOR THE 2025 SEASON**

- No Free Preview
- Small Bar (FCO 1–100), the new maximum number of receivers is now 4 total (this includes any receiver needed for Music Choice).
- There is no acquisition credit offer available for Business, Private, Oil.
- For Bars & Restaurants, MVP credits have increased to 275.



# DIRECTV MVP MARKETING PROGRAM

Put your customer's business in the big leagues!



DIRECTV MVP is designed to help businesses take it to the next level—offering turnkey solutions to build customer awareness along with access to a variety of tools that will help owners differentiate themselves and build their business while attracting and retaining customers.

## HERE'S WHAT CUSTOMERS RECEIVE:

- Access to our advertising and merchandising site, [DIRECTVMVP.COM](http://DIRECTVMVP.COM)
- A listing on DIRECTV Sports Bar Finder
- The ability to customize their very own sports schedule
- Receipt of weekly sports email that will keep businesses up-to-date on the latest premium sports offerings and events

**THE DIRECTV MVP PROGRAM IS AN EXCLUSIVE BENEFIT TO DIRECTV FOR BUSINESS CUSTOMERS.**

## DIRECTVMVP.COM

Customers can brand their business as a DIRECTV Sports Headquarters with credit-based marketing and merchandising materials to help them thrive all season long.

Access to advertising and on-premise marketing materials including banners, posters, barware, coasters and more!

All bar and restaurant customers will receive 225 credits upon activation and can accrue additional credits by adding more sports packages. Premium sports package credits range from 50–275.

**Customers should be sure to take advantage of the other tools [DIRECTVMVP.COM](http://DIRECTVMVP.COM) has to offer.**



## DIRECTV'S SPORTS BAR FINDER

- Is a way to draw customers and drive traffic—make your place the hotspot for sports.
- The business listing includes business name, address, phone number, operating hours, Yelp ratings, customer reviews, photos and more!
- Showcases the premium sports packages a business subscribes to

Check it out at [sportsbarfinder.com](http://sportsbarfinder.com)!

Disclaimer: Requires commercial base programming package with ESPN or any premium sports package to be listed on [sportsbarfinder.com](http://sportsbarfinder.com).



## SPORTS SCHEDULE

Customers can use the DIRECTV Premium Sports Schedule to see when and where the biggest games are playing—so they can always attract a huge crowd. Available on [DIRECTVMVP.com](http://DIRECTVMVP.com) and [sports.directv.com](http://sports.directv.com).



## DIGITAL/SOCIAL SUPPORT

Access to web and social media assets, plus a social media playbook—let us help you create your social media strategy.

# ON THE CALL

Call requirements, FAQs and value conversations to help you call the plays

## CALL REQUIREMENTS

1.

Check the customer's account and note if they have had **previous sports subscriptions** or are already subscribed to the current sports package. You will need this information to determine if they should receive new customer or renewal pricing.

2.

Next, you will need to **locate the customer's FCO** to determine the appropriate pricing tier. If the FCO is not already listed on the account, be sure to ask your customer to provide this information.

Disclaimer: Make sure you have the above information ready to go before proceeding with an offer.



### NO FCO ON FILE?

- The order will be listed as pending until the customer submits their FCO certificate.
- Customers can email their FCO certificate to [fco@directv.com](mailto:fco@directv.com)
- It can take up to 48 hours to activate service after the FCO has been verified.

## FREQUENTLY ASKED QUESTIONS

The most commonly asked questions center around price and value. For example:



What value does this package have for my business? It seems so expensive.

How will this sports package help drive business in my bar?



## VALUE CONVERSATION CHECKLIST



**NFL SUNDAY TICKET—every live out-of-market game, every Sunday afternoon**



**Multi-Pay Options**



**Weekly Email Updates**



**Complimentary Marketing Kit + MVP Materials**



**DIRECTV MVP Marketing Program**

- MVP Credits
- Profit Calculator



**Sports Bar Finder**

- Business profile included to help drive traffic by being a bar that carries NFL SUNDAY TICKET



**Fantasy Football Support**

- Fantasy Football materials on DIRECTVMVP.com
- Fantasy Football playbook—download from DIRECTVMVP.com and get the “101”

**87%**

of bars and restaurants that subscribe rate NFL SUNDAY TICKET **good, very good or excellent** for the ability to increase business when NFL SUNDAY TICKET is on.

**90%** among sports bars, and bars and restaurants with 2+ locations

**93%** among bar and restaurant chains with 21+ locations

**91%** among large bars and restaurants with FCO 101\*

# BUILD THEIR BUSINESS WITH FANTASY FOOTBALL

Customers can create an atmosphere that fantasy football owners will love, bringing in faithful regulars and new customers alike, plus establish their business as fantasy friendly and build relationships with patrons for years to come.

## WHAT IS FANTASY FOOTBALL?

Fantasy Football lets players serve as the owner of a virtual football team—join a league, draft players and compete all season long to win the championship in their league.

## HOW CAN IT HELP THEIR BUSINESS?



### HOST DRAFT PARTIES

Order the DIRECTV Fantasy Football Draft Kit that includes a draft board, draft sheets and player/position stickers for players to track their drafts. Promote events online by using our Fantasy Football digital marketing assets.



### ALL SEASON LONG

Provide fantasy owners with what they crave most—the ability to watch every player on their teams. With NFL Sunday Ticket, show every live game, every Sunday afternoon.

Locally broadcast FOX and CBS games, Football on NBC, select digital-only games and international games excluded.



### SPECIALS & CONTESTS

Encourage fantasy team challenges or contests and offer food & drink specials to the best fantasy team.

## FANTASY FOOTBALL BY THE NUMBERS

**80%**

of all fantasy participants play fantasy football.

**84%**

of fantasy players have a draft party with an average spend of \$653.

**\$13.2B**

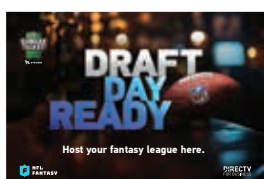
spent in 2024 on fantasy sports, a 20% increase from the year prior.

**14M**

women played fantasy football in 2024.



Draft Board



Poster



Check Inserts



Buttons



Coasters

ALL THIS AND MORE AVAILABLE ON [DIRECTVMVP.COM](https://DIRECTVMVP.COM)



A photograph of American football players in a three-point stance at the line of scrimmage. The players are wearing helmets and jerseys with orange and black stripes. The text "MORE ABOUT THE GAME" is overlaid in the center. The word "THE" is in blue, and "GAME" is in blue. "MORE ABOUT" is in white.

# MORE ABOUT **THE GAME**

# NFL TEAM MAP






## AMERICAN FOOTBALL CONFERENCE





### NORTH

-  BALTIMORE **RAVENS**
-  CINCINNATI **BENGALS**
-  CLEVELAND **BROWNS**
-  PITTSBURGH **STEELERS**





### EAST

-  BUFFALO **BILLS**
-  NEW YORK **JETS**
-  NEW ENGLAND **PATRIOTS**
-  MIAMI **DOLPHINS**

### SOUTH

-  INDIANAPOLIS **COLTS**
-  HOUSTON **TEXANS**
-  JACKSONVILLE **JAGUARS**
-  TENNESSEE **TITANS**

### WEST

-  DENVER **BRONCOS**
-  LAS VEGAS **RAIDERS**
-  KANSAS CITY **CHIEFS**
-  LOS ANGELES **CHARGERS**







## NATIONAL FOOTBALL CONFERENCE





### NORTH

-  CHICAGO **BEARS**
-  GREEN BAY **PACKERS**
-  DETROIT **LIONS**
-  MINNESOTA **VIKINGS**





### EAST

-  DALLAS **COWBOYS**
-  PHILADELPHIA **EAGLES**
-  NEW YORK **GIANTS**
-  WASHINGTON **COMMANDERS**

### SOUTH

-  ATLANTA **FALCONS**
-  NEW ORLEANS **SAINTS**
-  CAROLINA **PANTHERS**
-  TAMPA BAY **BUCCANEERS**

### WEST

-  ARIZONA **CARDINALS**
-  SAN FRANCISCO **49ERS**
-  LOS ANGELES **RAMS**
-  SEATTLE **SEAHAWKS**

# HOW THE SEASON WORKS

## THE REGULAR SEASON

- The 32 NFL teams are split into two conferences: the American Football Conference (AFC) and the National Football Conference (NFC).
- Each conference is made up of 16 teams, split into four divisions of four teams each—the North, South, East and West.
- Every team in the NFL plays its three divisional rivals twice during the regular season.
- The rest of a team's regular-season schedule is made up of six other opponents from inside its own conference and outside of its conference.

## THE POST SEASON

- The NFL playoffs are made up of 14 teams—seven from each conference.
  - That includes the eight division winners, plus six wild cards: the three best teams from each conference who failed to win their division.
- The teams in each conference are seeded from one to seven based on their regular-season records, with the first seed in each conference given a first-round bye.
- The first round of the playoffs is known as the Wild Card round. It features three division winners from each conference playing against wild card teams.
- The next round is the Divisional round, where the top seed (which received a bye) in each conference plays the lowest-seeded winning team from the Wild Card round, and the other two winning teams from the Wild Card round face each other.
- The four winning teams from the Divisional round advance to the Conference Championships and play for a place in the Super Bowl.

## THE SUPER BOWL

The AFC Champion and the NFC champion meet in the NFL's grand finale—the Super Bowl.

# MORE ABOUT THE GAME

## TIMING & SCORING

### HOW TIMING IN FOOTBALL WORKS

Regulation of a football game is **60 minutes**.



Time is split into **two 30-minute halves**.



Which are split into **four 15-minute quarters**.



### TIMEOUTS AND OVERTIME

#### TIMEOUTS

Each team is given **3 timeouts** per half to stop the clock as needed.



#### 2-MINUTE WARNING

The two-minute warning is an automatic timeout that occurs when the game clock reaches two minutes remaining in the second and fourth quarters.

This is an additional timeout for both teams to plan their strategy to finish the half.



#### OVERTIME

If the score is tied at the end of the 60-minute regulation period, there will be a 10-minute overtime period that begins with a coin toss to determine which team gets the ball first.

The game can quickly be won, by the team who has first possession of the ball, should they score a touchdown on the first drive.

If the first possession does not result in a touchdown, sudden death play—where the game ends on any score (safety, field goal or touchdown)—continues until a winner is decided.



### HOW TO SCORE POINTS

#### OFFENSIVE SCORING



##### TOUCHDOWN: 6 POINTS

A touchdown occurs when a team advances the ball into the opponent's end zone. If you score a touchdown, you can add additional points:

##### EXTRA POINT (1 POINT):

A short-range kick through the goalposts.

##### or 2-POINT CONVERSION:

One play to advance the ball into the end zone from the 2-yard line.

##### FIELD GOAL: 3 POINTS

A field goal can be attempted anytime the offense has the ball in close range of the goalposts. Usually, the offense will attempt a field goal instead of trying to convert a long **4th down distance**.

#### DEFENSIVE SCORING



##### SAFETY: 2 POINTS

A **safety** occurs when the offense commits a foul, fumbles the ball or is tackled in their own end zone.

##### PICK 6: 6 POINTS

A **Pick 6** is another way for the defense to score. The defense "picks off" or catches a pass intended for a receiver and returns it to the opposite end zone for a touchdown, scoring 6 points.

# MORE ABOUT THE GAME

## THE OFFENSE

### THE PURPOSE

The **offense's goal** is to move the ball down the field and score points. Every play begins with both the offense and defense lining up on the line of scrimmage, followed by an offensive snap—usually to the quarterback.

Whether passing or running, when an offensive player carries the ball across the goal line into the end zone, he scores 6 points.

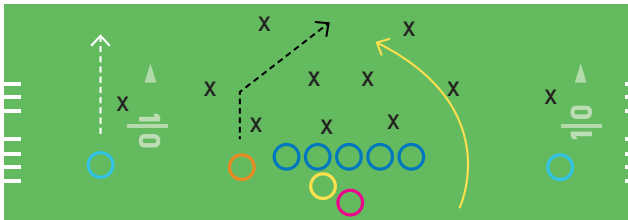
### THE PLAYERS

- QUARTERBACK
- WIDE RECEIVER
- TIGHT END
- RUNNING BACK
- LINEMAN

### PLAYS THE OFFENSE CAN MAKE

#### 1. THE PASS

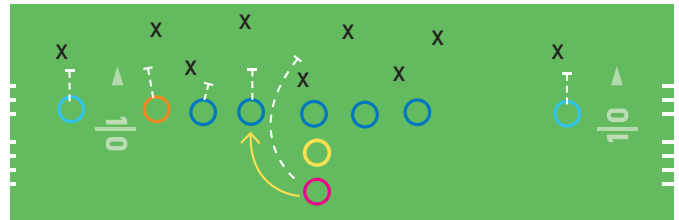
A pass happens when the **quarterback throws the ball forward** from wherever he stands.



The wide receiver, tight end and/or running back **must catch the ball** and must get both feet in bounds while displaying control of the ball.

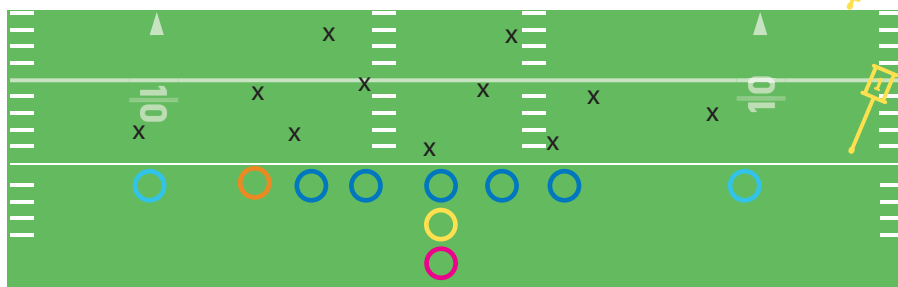
#### 2. THE RUN

For a run, the **quarterback** may choose to hand the ball off to a **running back** or take the ball himself and run with it.



The goal is to advance the ball as far as possible. Runs usually do not gain many yards, but they are less risky than the pass.

### POSSESSION

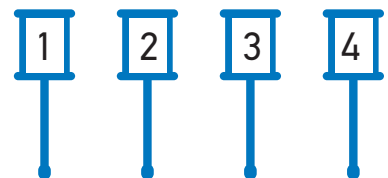


The offense must advance the ball a **minimum of 10 yards** from the line of scrimmage.

### THEY HAVE 4 PLAYS TO DO SO

These plays are called downs.

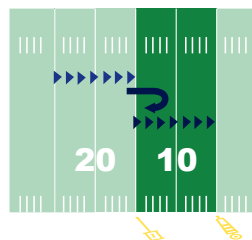
The offense has 40 seconds from the end of the previous play to get into formation and run a new play.



### ONCE THE OFFENSE MOVES FORWARD 10+ YARDS...

...they retain possession of the ball and are awarded a new set of downs with another 10 yards to gain.

This is called **gaining a 1st down**.



### 4TH DOWN OPTIONS



TRY A FIELD GOAL



PUNT THE BALL AWAY (TO THE OTHER TEAM)



GO FOR ANOTHER 1ST DOWN



# MORE ABOUT THE GAME

## THE DEFENSE

### THE PURPOSE

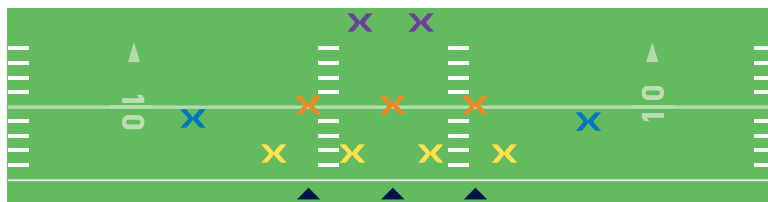
The **defense's goal** is to stop the opposing offense from moving down the field and scoring.

In order to do this, one must **tackle the ball carrier** until their knee, elbow or rear hits the turf.

If all else fails, he can push the player out of bounds.

### THE PLAYERS

✕ LINEBACKER ✕ CORNERBACK ✕ SAFETY ✕ LINEMAN



### FOUR THINGS THE DEFENSE CAN DO

#### 1. SACK



A sack happens if the **quarterback is tackled** behind the line of scrimmage.

#### 2. BLITZ



The defense makes an added effort to get to the quarterback by sending an **extra player or two across the line of scrimmage**. This is called a blitz, which can vary in intensity. The goal is to sack the quarterback or fluster him into throwing an interception.

#### 3. INTERCEPTION

During an offensive pass play, cornerbacks and safeties stick close to the opposing wide receivers. If they are prepared for the situation, a defensive back can **steal a pass** intended for a wide receiver, which is called an interception. Once a defensive player has the ball in his possession, he can advance the ball, as if he were an offensive player, and can score a touchdown.

#### 4. FUMBLE



If the **ball can be jarred free** before the offensive player is down, it is a fumble. Anyone from either team can recover a fumble and advance the ball.

# FANTASY FOOTBALL 101

## Fantasy football lets you serve as the owner of a virtual football team

After joining a league, you scout for and draft players, compete against other fantasy owners and use your skills to win the championship!

### HERE'S WHAT HAPPENS IN A FANTASY FOOTBALL SEASON

#### 1. JOIN A LEAGUE

Join a public league where anyone can sign up for a spot, or join a private league, which is invitation-only to play.

Some people play just for fun, and some play for money.

#### 2. PREPARE FOR YOUR LEAGUE DRAFT BY SCOUTING PLAYERS

Before choosing your fantasy team, you can research all the available players and pre-rank them according to your personal preference.

Understanding your league's scoring system and roster can help with your draft strategy.

#### 3. BUILD YOUR FANTASY FOOTBALL TEAM VIA THE DRAFT

The draft is the most fun and exciting day of the fantasy season. During the draft, each fantasy owner selects one NFL player at a time until the rosters are complete. Fantasy football drafts can take place online. But some leagues—typically, friends or coworkers—will conduct the draft in person.

Remember to draft all of the correct positions so you can have a full team roster.

#### 4. YOUR TEAM COMPETES AGAINST ANOTHER TEAM EVERY WEEK

During the NFL season, the real teams face each other, and so do the fantasy teams in your league.

Each player's real-time stats are converted into fantasy points by your league provider, and the fantasy team that scores the most points against their opponent wins the game for the week.

The goal is to win as many games as possible to make the playoffs.

#### 5. MAKE MOVES TO IMPROVE YOUR TEAM

As a fantasy owner, you're in total control of your team.

You can drop players you think aren't performing well and replace them with undrafted players, or make a trade offer to another owner.

If one of your starters gets injured, you can bench him and start a healthy player instead.

#### 6. HOPEFULLY, YOUR TEAM MAKES THE PLAYOFFS AND WINS YOUR LEAGUE

Only the strong survive! At the end of the fantasy season, the top teams square off in a single-elimination tournament to decide the league champion.

The last team standing may win a trophy, a cash prize or just honor. But make no mistake, there will be only one winner!