

# WHAT IS **DIRECTV MVP?**



The DIRECTV MVP Marketing Program offers turnkey solutions to build customer awareness and offers a variety of tools to help differentiate businesses by promoting the features and benefits of DIRECTV.

## 1 BAR AND RESTAURANT **MARKETING MATERIALS**

On-premise marketing materials are available with every qualifying sports subscription purchase, free of charge! Materials are available for the following sports: NFL SUNDAY TICKET, MLB EXTRA INNINGS®, NHL® Center Ice®, NBA League Pass, ESPN College Extra and more!

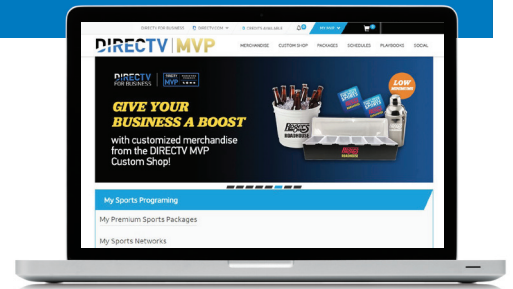
- » Public Viewing customers subscribing to select sports subscriptions will automatically receive DIRECTVMVP credits to order merchandise on DIRECTVMVP.com
- » Material options include: posters, window clings, banners and much more (varies by sport)



## 2 DIRECTVMVP.COM

directvmvp.com is an online tool that allows businesses to take advantage of all the marketing support that DIRECTV provides them for being a loyal customer

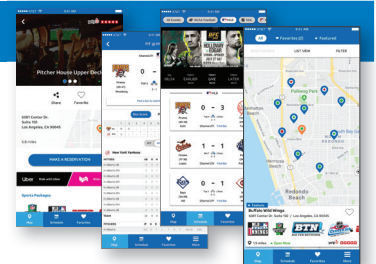
- » Customers can log in to directvmvp.com using their DIRECTV account number or with their email address (if on file). The default password will be 'directv' and the customer will be required to change it following initial login
- » Customers can view, download and print out the most up-to-date sports schedules
- » Look for helpful hints to help customers grow their businesses with AT&T Insights
- » Customers will have access to exclusive promotional merchandise and digital assets to display both in their establishment and on social sites
- » Use our sports profit calculators to see the true return on investment of premium sports packages
- » For questions, concerns or access issues, please call us at 1.877.846.7155



## 3 SPORTS **BAR FINDER**

DIRECTV Sports Bar Finder, a mobile app<sup>1</sup> available on iPhone® and Android,<sup>TM</sup> traffic. It allows patrons to search near their current location for bars and restaurants featuring a particular sporting event.

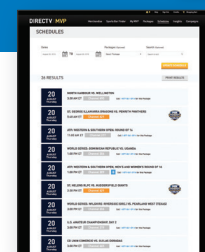
- » Customers can also see Yelp ratings, customer reviews, photos and more
- » Sports Bar customers who take ESPN or any premium sport package are automatically enrolled and listed in the Sports Bar Finder App database



## 4 WEEKLY SPORTS **SCHEDULES**

Get the latest matchups and programming on DIRECTV so your customers can drive traffic with the most popular sporting events and shows.

- » See sports events up to 7 days in advance
- » Utilize your zip code to see local channels, events, and times
- » Easy to print in black and white and distribute to staff
- » Available to receive by email, logging into DIRECTVMVP.com or by going to sports.directv.com



To learn more Visit [DIRECTVMVP.COM](http://DIRECTVMVP.COM)

**DIRECTV**  
FOR BUSINESS