



DBSTRAK® is a comprehensive intelligence service that allows companies to make informed decisions based on thorough monitoring, reporting and analysis of the business activities of DirecTV and DISH Network.

DBSTRAK® is produced by the One Touch Intelligence team of industry analysts who have been conducting research and writing about the satellite television industry since its inception. Including a weekly news bulletin, a detailed analytical monthly report, selected daily news alerts and optional analyst briefings, the service offers a single point of reference for critical business intelligence about a major competitive category.

Deliverables:

- **DBSTRAK® Monthly Report** - A detailed, 12-15 page interpretive examination of every important facet of satellite television competitors and strategies. Includes concise analysis, detailed tables and charts plus access to a searchable online reference archive.

Analyst Perspective:

*“While the telephone companies have been the latest entry into the multichannel video field, there’s plenty of activity surrounding DirecTV and DISH, as competition heats up going into the next decade. The DBS providers have set the pace in adding HD channels, introducing innovative DVR features and adding interesting interactive applications, and both aim to add services and features to keep pace, if not exceed, their competitors in the marketplace. At the same time, DirecTV and DISH face a changing landscape, where service bundling has taken on increased importance and broadband is often the key service in the home. As the broadband video and mobile wireless markets evolve, both DirecTV and DISH face a complex duality of challenge and opportunity to remain competitive. We publish **DBSTRAK®** to help companies understand all these trends.”*

Matt Stump, Senior Vice President Industry Intelligence & Editor, **DBSTRAK®**
matts@onetouchintelligence.com | 303-565-1675 x213