



DBSTRAK[®]

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Competitive monitoring and analysis of the DBS industry

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Analyst:

Matt Stump

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New DirecTV HD channels move into sight

Issue: DirecTV moves premium channels to new dial positions.

Background: DirecTV is in the midst of moving 30+ premium networks to new channel positions. The shift is scheduled to be completed by April 21. Once that happens, DirecTV will have room to launch new HD channels. Reports have surfaced that DirecTV is testing the launch of HD feeds of MSNBC, AMC, IFC, ESPNU, HBO2 East and HBO2 West, among others.

Implications: Cable operators should be prepared for a new onslaught of HD channel launches from DirecTV in late April and early May. The launches will be a mix of linear channels and more channels devoted to PPV/VOD, both of which will put greater pressure on cable's HD competitive offering.



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ABOUT THE AUTHOR

Matt Stump, Sr. Vice President, Industry Intelligence
matts@onetouchintelligence.com

Matt Stump has been analyzing the media and entertainment industries for 29 years. He served as a reporter and editor for *Broadcasting*, *Cable World*, *On Demand* and *Multichannel News* magazines from 1980–2006. He joined One Touch Intelligence as VP, Communications Industry Intelligence in May 2006, and developed the ONETRAK® service that launched in October 2006. He monitors the competitive media and entertainment landscape on a daily basis for OTI and serves as primary writer for the company's TELCOTRAK service. Stump is a frequent moderator at industry events and has been quoted in major national newspaper and broadcast outlets.

ABOUT DBSTRAK

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 news alerts and optional analyst briefings, the service offers a single point of reference for critical business intelligence about a major competitive category.

ABOUT ONE TOUCH INTELLIGENCE

One Touch Intelligence is the leading provider of managed market intelligence solutions for the Communications Industry. Headquartered in Denver, Colorado, with a combined staff experience of over 100 years in the Communications Industry, One Touch Intelligence works in partnership with our clients to develop custom designed intelligence solutions with a key focus on competitor activities and emerging opportunities.

Our clients include industry leaders in the Cable, Programming and Equipment sectors. Armed with One Touch Intelligence, our clients have realized tangible benefits including an increase in corporate knowledge across the enterprise, reduction of information management costs, and overall improvement of the decision making process across various lines of business.

At One Touch Intelligence, our daily focus is on helping you to increase your overall "Speed of Knowing." Our business solutions will help you navigate through a marketplace flooded by minuscule bits of information and a steady stream of ever- changing data points. The intelligence you need now is just One Touch away. Visit us online at www.onetouchintelligence.com.

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One Touch Intelligence, LLC
6312 South Fiddlers Green Circle
Suite 240 East
Greenwood Village, CO 80111
USA

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