

Competitive monitoring and analysis of the DBS industry

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Analyst:

Matt Stump

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DirecTV doles out "save" promos for existing Sunday Ticket subs

Issue: DirecTV is gearing up its above and below-the-line marketing for NFL Sunday Ticket, to keep legacy subscribers and gain new ones.

Background: DirecTV's new summer/fall promotion is scheduled to debut later this week, and it will likely contain some NFL Sunday Ticket feature. But the DBS provider is already offering promotions to keep existing Sunday Ticket subscribers in the fold, including \$20 off their main bill for six months and free HD.

Implications: While DirecTV is offering a discount to returning subscribers, effectively making the \$300 NFL Sunday Ticket package \$180, it is applying the savings to the main DirecTV monthly subscription price, which serves to keep the Sunday Ticket revenue whole. The company always faces a balancing act each year prior to the football season — making sure legacy subscribers aren't alienated if new DirecTV subscribers get a great deal on Sunday Ticket along with their basic subscription.

ABOUT THE AUTHOR

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

Matt Stump has been analyzing the media and entertainment industries for 30 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.

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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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