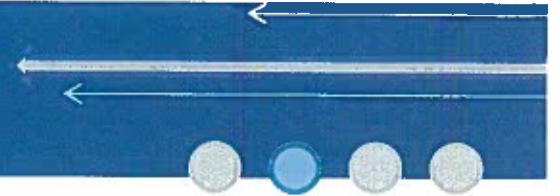


Direct Broadcast Satellite Industry

Satellite Broadcasting & Communications Association
Pennsylvania House Consumer Affairs Committee
February 2011



Satellite Delivered Video Services -System Overview-

There are three different parts to the satellite TV model

- The Uplink
- The Satellites
- The Consumer Equipment

Satellite Delivered Video Services - System Overview -

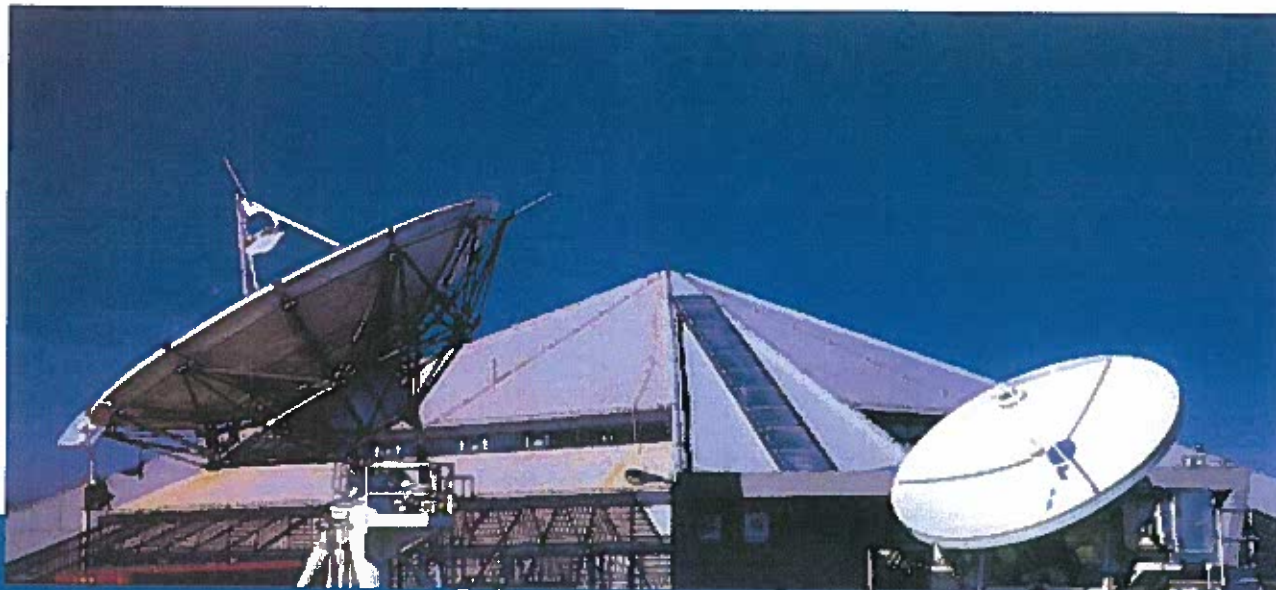
Uplink

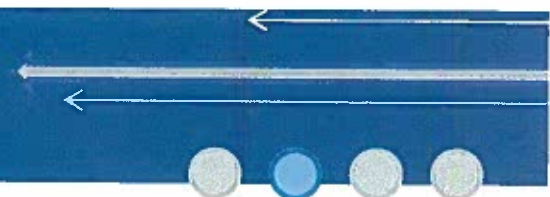
Uplink facility receives content from program provider

Encrypts information, formats it into digital format

Sends it to the satellite

The satellite receives the signal and rebroadcasts it back to Earth,
where it is received and decoded by specialized equipment





Satellite Delivered Video Services - System Overview -

Satellites

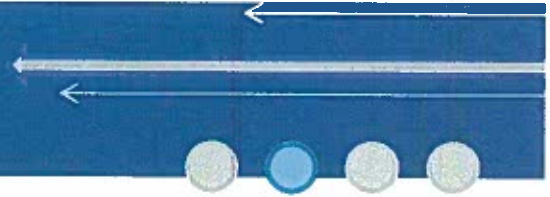
DIRECTV broadcasts from 12
geosynchronous satellites

DISH Network broadcasts from
11 geosynchronous satellites
for U.S. programming

Distribution Model

Does not use terrestrial
infrastructure/rights-of-way
delivers programming directly
to subscriber's home from
outer space





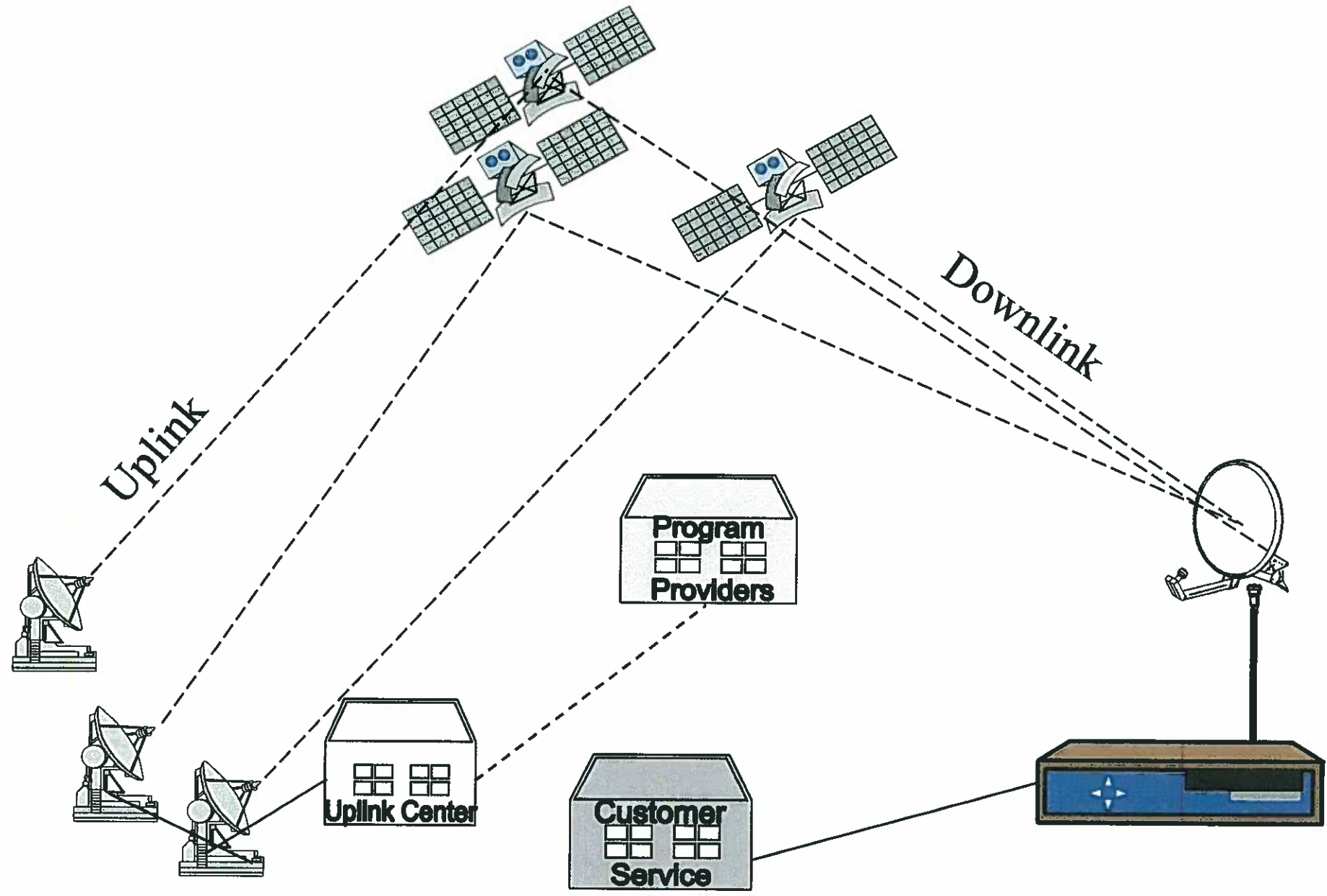
Satellite Delivered Video Services - System Overview -

Customer equipment

In order to receive the signal that is broadcast from the satellite the customer must own two pieces of equipment:

- Satellite Dish
- Satellite Receiver

Satellite Delivered Video Services - System Overview -

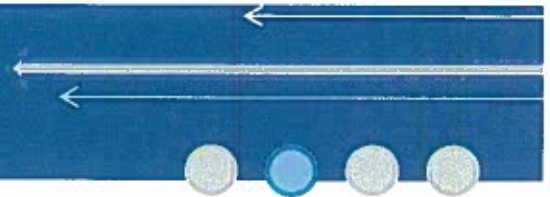


Satellite Delivered Video Services - State of the Market -

- There are nearly 110 Million Television households in the United States, of which approximately 95 Million subscribe to some sort of Multi-channel Video Distribution System (MVDS)
- The overwhelming number of subscribers in the US subscribe to a cable operator

Cable has about 65.3 Million subs

Satellite has about 30 Million subs



Satellite TV Industry

Reasons for Fast Growth of Satellite

- Competitive new choice for video services
- 100% coverage in rural areas
- High Quality Customer Care
- Diverse programming offerings
 - Diverse foreign language channels
 - Expansive sports programming



AMC Networks



American Movie Classics
Great Movies. And the stories behind them.



SCRIPPS
NETWORKS



NETWORK SALES INC.

An AOL Time Warner Company



Competitive Service Offerings

DIRECTV and its Television Partners Offer More World-Class Soccer Than Ever Before DIRECTV Soccer fans will be able to enjoy more soccer programming than ever before on DIRECTV this season. In addition to the ever increasing slate of games offered by its television partners, DIRECTV also will deliver exclusively to its customers more than 320 live matches, including up to 28 exclusive European matches a week from the world's top competitions beginning this month.

DISH Network Introduces World's First DVR Scheduler App Optimized for the Apple iPad Free App Also Turns iPad into Remote Control DISH Network L.L.C announced a free app for the Apple iPad: [DISH Remote Access](#). DISH Remote Access is the first and only app from a TV service provider specifically designed for the iPad that allows users to control their televisions and manage their programming remotely.

DIRECTV HD DVR Customers Can Now Record And Watch Shows, From Any Room of the House - All With A Single DVR - *The DIRECTV(R) Whole-Home DVR Service Gives Customers the Power to Share Recorded Programs with up to 15 Televisions.* With the new multi-room service, customers have even more control over their television viewing experience by being able to share recorded programs on any TV in the home, begin a program in one room and finish it in another, and access DIRECTV's DVR technology on non-DVR HD receivers.

MTV and OTV Debut Nationwide Exclusively on DISH Network - DISH Network L.L.C introduced MTV and OTV, both top-rated Arabic channels. The channels are available exclusively in the U.S. to DISH Network customers. "With the addition of these sought after channels, we now offer 27 Arabic channels for our customers – by far the most in the industry" said Chris Kuelling, vice president of International Programming for DISH Network.



Competitive Service Offerings

DIRECTV Beefs Up Its Exclusive NFL SUNDAY TICKET(TM) Package with HD, Red Zone Channel, Game Mix and More at No Additional- DIRECTV is making the best NFL viewing experience even better for fans in 2010 by adding every game in HD, the Game Mix channel, the popular Red Zone Channel and more to its exclusive NFL SUNDAY TICKET(TM) service at no additional cost.

DISH Network Introduces 99 Cent Movies - "Green Zone" and "Hot Tub Time Machine" Available on DISH Cinema Nearly One Month Before Netflix and Redbox. DISH Network L.L.C., announced some of the year's hottest movies are now available on DISH Cinema for 99 cents.

DIRECTV to Launch ESPN 3D to Millions of Customers Nationwide- *Beginning in June, DIRECTV Will Debut ESPN 3D with 2010 FIFA World Cup Matches* -Continuing to lead the 3D revolution by offering customers new dimensions in sports programming, DIRECTV will add ESPN 3D, the industry's first 3D sports television network, to its upcoming 3D lineup that will offer three dedicated 3D channels, including DIRECTV's newly named linear 3D channel, N3D(TM) powered by Panasonic.

DISH Network to Become First Pay-TV Provider to Offer Local Broadcast Channels in All 210 Local Television Markets in the United States "We are proud to announce that every American will soon have access to their local channels from DISH Network," said Charlie Ergen, Chairman, President and CEO of DISH Network. "While our nearest competitor offers local channels in only 75 percent of local markets, DISH Network is committed to offering consumers in all markets - particularly those living in smaller and rural communities - a full complement of satellite TV services.'

Satellite TV in Pennsylvania

- Approximately 1.07 Million subscribers in Pennsylvania
- Two main providers of satellite TV are DIRECTV and DISH Network
- Pennsylvania Ranks #7 in satellite TV subscribers in the country
- 25% of the Pay TV Market Share in Pennsylvania
- SBCA has certified over 1,000 technicians in Pennsylvania



Satellite Broadcasting & Communications Association

Satellite Broadcasting & Communications Association (SBCA)
National trade association for broadcast satellite industry members in
Pennsylvania and across the country

- Membership

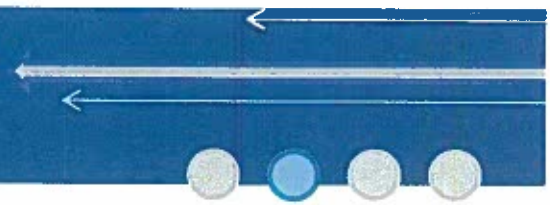
- Program service Providers (DIRECTV, DISH Network, Wild Blue)
- Equipment and Distributors
- Retailers
- Installation Companies
- Individual Installers

- Training & Certification Programs

- Education for installation providers
- Certification & Training Programs

- Public Policy & Outreach – State Legislative Issues

- Taxes
- Licensing
- Consumers' Right to Satellite TV



Satellite TV Industry

Thank You!

Lisa Volpe McCabe
Director Public Policy & Outreach
Satellite Broadcasting & Communications Association
lmccabe@sbca.org
202-349-3640