

NHL® CENTER ICE®

2024-2025 PRICING



DIRECTV
FOR BUSINESS

HIGHLIGHT THE VALUE

MOST GAMES IN CRYSTAL-CLEAR HD

- HD quality!

GET UP TO 40 LIVE OUT-OF-MARKET GAMES A WEEK

- Patrons get the games they want to watch!¹

ACCESS TO DUAL FEEDS

- Choose the home or away feed and hear your announcers.

DIRECTVMVP.COM PROMOTIONAL CREDITS

- Get 150 MVP credits to order coasters, posters and more!

DIRECTV® SPORTS BAR FINDER

- Patrons can find NHL® CENTER ICE® establishments on Sports Bar Finder.²

DIGITAL ADVERTISING

- Customers can download NHL® CENTER ICE® web banners to use on their social media sites located on DIRECTVMVP.COM.

91% of bars & restaurants
that subscribe to NHL® CENTER ICE® rate
DIRECTV good, very good or excellent for
the ability to keep guests entertained.³

(Based on an April/May 2024 national survey)

BARS & RESTAURANTS FCO (Fire Code Occupancy)	RENEWAL		NEW CUSTOMER	
	1-Pay	5-Pay	1-Pay	5-Pay
1-50	\$ 1,149.00	\$229.80	\$849.00	\$169.80
51-100	\$1,599.00	\$319.80	\$1,299.00	\$259.80
101-200	\$2,349.00	\$469.80	\$2,049.00	\$409.80
201-350	\$3,149.00	\$629.80	\$2,849.00	\$569.80
351-500	\$3,549.00	\$709.80	\$3,249.00	\$649.80
501-750	\$3,949.00	\$789.80	\$3,649.00	\$729.80
751-1,000	\$4,249.00	\$849.80	\$3,949.00	\$789.80
1,001-1,500	\$4,799.00	\$959.80	\$4,499.00	\$899.80
1,501-2,000	\$5,299.00	\$1,059.80	\$4,999.00	\$999.80
2,001-5,000	\$6,299.00	\$1,259.80	\$5,999.00	\$1,199.80
5,001-10,000	\$7,099.00	\$1,419.80	\$6,799.00	\$1,359.80
10,001+	\$8,199.00	\$1,639.80	\$7,899.00	\$1,579.80
SHOPS, SERVICES, OIL & AIR	RENEWAL		NEW CUSTOMER	
Business Viewing	\$649.00	\$129.80	\$549.00	\$109.80
Private Viewing	\$649.00	\$129.80	\$549.00	\$109.80
Oil Rig	\$649.00	\$129.80	\$549.00	\$109.80
Private Airplane	\$1,099.00	\$219.80	N/A	N/A
Private Airplane Additional Receiver	\$50.00	N/A	N/A	N/A

**2024-2025 NHL® CENTER ICE®
PROMO ITEMS**

**ORDER ON
DIRECTVMVP.COM**

¹Blackout restrictions and other conditions apply to all sports programming. Actual number of games varied by market due to blackout rules and other conditions. To access DIRECTV HD programming, HD equipment and HD Access are required. Number of HD channels varies by package selection. ²Requires commercial base programming package with ESPN or any premium sports package to be listed on sportsbarfinder.com. ³Based on an April, 2024 and May, 2024 national survey of 300 Bars & Restaurants (n = 100 NBA League Pass subscribers, n = 100 NHL Center Ice subscribers, n = 100 MLB Extra Inning subscribers) who expressed an opinion and that subscribed in 2023. **NHL CENTER ICE PROGRAMMING OFFER:** New NHL CENTER ICE Subscribers. To receive NHL CENTER ICE, a DIRECTV commercial subscription to a commercial base programming package is required. Customers must order by 12/31/2024 and activate by 01/31/2025 to be eligible for the 1-Pay option, and order by 12/01/2024 and activate by 12/31/2024 to be eligible for the 5-pay option. Pricing based on Fire Code Occupancy (FCO). IN THE EVENT OF EARLY DISCONNECT, THE REMAINING BALANCE OF NHL CENTER ICE WILL BE CHARGED TO CUSTOMERS ACCOUNT. LIMIT ONE NHL CENTER ICE PROMOTIONAL OFFER PER ACCOUNT. NHL CENTER ICE subscription will automatically continue in 2025 and each season thereafter at then prevailing rate unless customer calls 1.888.388.4249 to cancel prior to start of season. Programming, pricing, terms and conditions subject to change at any time. NHL, the NHL Shield and Center Ice name and logo are registered trademarks and The Game Lives Where You Do is a trademark of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. ©NHL 2024. All rights reserved. Blackout restrictions and other conditions apply.