

SIMPLIFY AND AMPLIFY: A SCALABLE SOLUTION THAT'S PURE HARMONY

DIRECTV FOR BUSINESSSM NATIONAL ACCOUNTS MUSIC PROGRAM

THE DIRECTV FOR BUSINESSSM NATIONAL ACCOUNTS MUSIC PROGRAM OFFERS A SIMPLE, HASSLE-FREE SOLUTION FOR AMPING UP THE CUSTOMER EXPERIENCE AT YOUR BUSINESS WITH HUGE SELECTION OF POPULAR MUSIC PROGRAMMING TO CHOOSE FROM



KEY BENEFITS

- >> Create a fun, high-energy experience for guests and employees- Relevant, appropriate and fully-licensed music content
- >> Operational simplicity- Standardized national solutions for brand consistency
- >> Financially efficient- Streamlined management and pricing
- >> Dedicated support team for crafting and managing music experience
- >> Scalable and flexible- Add, change and enhance music and video content to meet the needs of your guests

DIRECTV[®] SATELLITE MUSIC WITH MUSIC CHOICE[®]

NO IP REQUIRED

Satellite solution requires no IP connection

EXTENSIVE CHANNEL LINE-UP

84+ channels of content with ratings/restrictions to avoid inappropriate content

CUSTOMIZABLE & FLEXIBLE

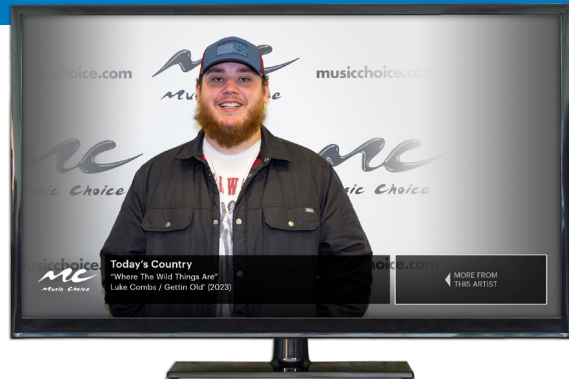
Provides flexibility/control for local staff to change/manage

SATELLITE DISH REQUIRED

Satellite Dish Installation required for satellite solution

ROOM TO GROW

Easily expandable to add TV service



Luke Combs as featured on Music Choice.

DIRECTV[®] STREAMING MUSIC WITH MUSIC CHOICE[®]

EASY CONTENT MANAGEMENT

Manage all content for multiple locations on-premise or remotely

EXPANDED CHANNEL LINE-UP

Over 150 app-based channels, all curated by music experts

CUSTOMIZED PLAYLISTS

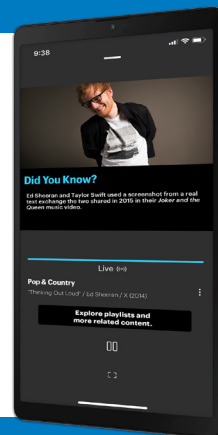
Develop and manage custom playlists

DAYPARTING CAPABILITIES

Schedule or change the music throughout the day

TRACKING AND REPORTING

Location and concept-level reporting on channels/genres being played



Ed Sheeran as featured on Music Choice.

DIRECTV[®] MUSIC SOLUTIONS-BUILT FOR YOU

Feature	Customer Benefit	DIRECTV with MUSIC CHOICE [®]
Fully Licensed for Commercial Customers	No additional licenses required	✓
Commercial-Free	No ads or interruptions	✓
Internet or Satellite Delivery Options	Minimize bandwidth/flexibility to add TV	✓
Reliability	Buffering to protect against Internet outages	✓
National Availability	Standardized brand experience and support	✓
Filter/Block Content	No inappropriate content/language	✓
Customization	Play the music your guests and employees want to hear	✓
DIRECTV Support and Expertise	Help you design, build and manage a great music experience for your guests and employees	✓

LET US HELP YOU CREATE THE BEST MUSIC ENTERTAINMENT SOLUTION FOR YOUR BUSINESS

