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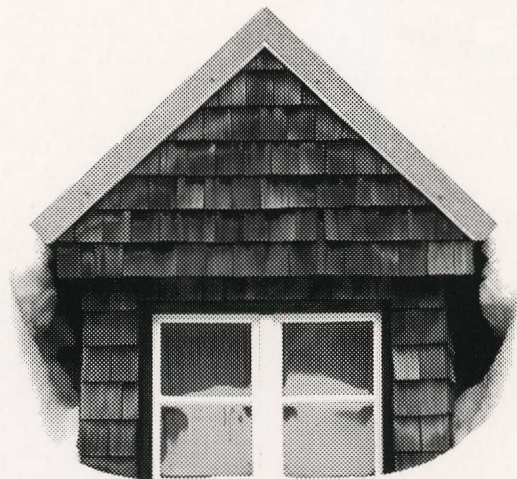


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DIRECTV®
is one gift Santa
can leave on the roof!

Make it easy on everyone, and ask for DIRECTV this Christmas. You'll be thrilled with the quality and variety of DIRECTV's 200 channels of crystal clear digital audio and video, including 55 pay-per-view movie channels, and more sports choices than any other television service. And while the DSS dish is small enough to fit under the tree, just tell Santa to leave it on the roof! For satellite TV at its best, call us today.



\$ales

Tips and techniques to drive DIRECTV® and DSS® sales

booster

March/April 1998

MDU spells added sales potential

Apartment and condominium residents once had their hands tied when it came to television entertainment. They could either buy into an expensive and cumbersome commercial C-band system, or subscribe to a limited cable package of about 30 channels.

Enter DIRECTV. With better picture quality, 200 channels, and subscription rates up to 25 percent cheaper than other multi-family dwelling unit (MDU) options, DIRECTV is the ultimate provider of MDU television entertainment. DIRECTV is the first mini-dish DBS system to offer a full range of programming to the MDU market. But for many NRTC members, selling to MDUs is a new experience.

The MDU market provides another avenue for DIRECTV sales. It includes both apartments and condominiums. There are approximately 2.4 million of these units within NRTC territories.

And that's music to the ears of DIRECTV dealers and sales agents across the country, many of whom already recognize the natural fit for DIRECTV in the MDU environment. According to one dealer in the Northeast, "DIRECTV is the best of both worlds for MDU entertainment. It has the best picture quality, more pay-per-view, and the rates are cheaper. It brings MDU residents into the next century for entertainment."

Developing an MDU business requires a significant investment of time and money. You may wish to work with an experienced systems operator who can demonstrate a proven track record in the MDU satellite business. Such a relationship will add costs to your MDU business, but can also smooth out the potential "bumps in the road" that are unique to the MDU sales and service environment.

An MDU business is not for the faint-hearted or for anyone expecting immediate profit. Your attitude must be geared towards long-term gain following some short-term "pain."

The competition: C-band and cable

Previously, the best TV programming an MDU could get was satellite master antenna television (SMATV) and a commercial C-band system, or cable. But both systems have serious drawbacks.



potential
sales

this issue:

**Tapping the
MDU market**

C-band is not an affordable option to MDU properties with less than 100 units. Plus, a C-band system requires much more space for location of its large satellite dishes. Cable offers limited channel selections. DIRECTV, on the other hand, is non-obtrusive, more economical, and offers more channels than either service.

Remember the basics

In the dynamic DBS marketplace, where each day brings a new development, sometimes it's difficult to remember the basics. But when you're trying to sell DIRECTV, it is important to initiate them with some of the basic yet most important features of DIRECTV:

- More than 200 channels available from DIRECTV and USSB
- As many as 55 different pay-per-view choices per night at just \$2.99 each
- Exclusive mini-dish provider of NFL Sunday Ticket™
- More NFL, NBA, NHL, MLS, MLB, and college football and basketball than on most cable systems or any other mini-dish service

- 31 commercial-free audio music channels
- Program locks and spending limits features
- Easy-to-use, on-screen program guide
- One DSS mini-dish per common rooftop
- Digital quality picture and sound

Roles and responsibilities

Many MDU residents are unaware that they may legally receive television programming via a mini-dish satellite system. The FCC issued an order preempting local zoning ordinances or homeowners association covenants that prevent residents from installing DBS dishes one meter or smaller (the order does not apply to renters). Plus, by installing a single dish to a property, you will actually help cut down on the number of dishes in an apartment or condominium complex. With the use of a single mini-dish installed on a common rooftop, all units within a building can be served by the same receiving dish. The

DIRECTV MDU program is a benefit to property owners because they can control the number of satellite dishes on balconies and other exclusive areas through the installation of a single mini-dish on a common rooftop to serve all residents in a common building.



rule preempts covenants

Here is some basic information about selling to the MDU market:

- The property owner/manager or homeowners association grants you permission to install and maintain a DSS system for an MDU. They grant permission by a Right-Of-Entry (ROE) Agreement, which also defines the terms and conditions of how the dealer will provide the DIRECTV service. The MDU property owner/manager must provide an ROE agreement before any work on the premises may begin.
- A DSS system for an MDU generally includes one mini-dish per common rooftop. The dish connects to a signal switching device, which connects to individual residential units. Hire a technician experienced in the installation and servicing of MDU satellite television systems.
- You should work closely with building management to maintain the aesthetics of the property when installing the system.
- Have a clear understanding of all DIRECTV programming packages and costs.
- Conduct a pre-marketing assessment.



focus on the basics

Conducting a pre-marketing assessment

As mentioned earlier, a system operator needs to have the permission of the property manager or owner to install and maintain a DSS system. To gauge interest in DIRECTV, work through the property manager to distribute a survey to MDU residents. Have residents complete and return the survey to the property manager. The survey should include questions such as:

- Do you subscribe to a television service?
- How much does your current TV service cost?
- How many channels do you receive?
- Do you receive any premium channels? Which ones?
- Would you be interested in a new TV service provider?
- Do you subscribe to pay-per-view movies? How often?
- Are you satisfied with the customer service of your television provider?
- How many television sets do you have on your service?
- Would you be interested in receiving more channels and better picture quality at a slightly higher monthly price?
- What additional channels would you like to receive from your TV service?

At the end of the survey, ask if the potential customer would like to receive any additional information on alternative television services. Be sure to ask for a name, address and phone number.

Throw a party

If there is sufficient interest in DIRECTV, ask the property manager for permission to show DIRECTV to the residents. The easiest way for everyone in an MDU to see DIRECTV is to invite them all to a central location for a social gathering, with DIRECTV as the main attraction. Most MDUs have meeting rooms or common areas for such gatherings. Here are some tips to plan an event:

- Working with the property manager, set a date and location for the event.
- Rent a large-screen television and coordinate with the property manager to secure the use of chairs and couches.
- With the property manager's permission, advertise the event with materials like door hangers.
 - Serve refreshments.
 - Give a brief demonstration of DIRECTV, highlighting its most significant features.



throw
a party

- Hold a drawing.
- Distribute coupons or special sign-up incentives.
- Follow up with prospective customers.
- Demonstrate on high-end television and audio equipment.
- Research the competition. Familiarize yourself with the features and benefits of DIRECTV, EchoStar, Primestar, and the cable provider in your area.
- Remember the channel lineup summary:

100s: DIRECT TICKET movies and special events
200s: DIRECTV programming
300s: Sports programming
400s: Adult programming
500s: Audio music programming
900s: USSB programming



survey
customers

BASIC STEPS IN ESTABLISHING AN MDU ACCOUNT

I Property Identification

- A.** NRTC DBS participants should conduct pre-marketing assessments to measure interest in DIRECTV programming services within MDU properties.
- B.** System operators should sign a Right-Of-Entry (ROE) agreement with the property owner/manager of the MDU property.
- C.** System operators should forward Technical Registration, Right of Entry Agreement, and Subscriber Activation form to local NRTC DBS participant.

II Building Design Review

- A.** System operator should submit building design for 100% penetration to local NRTC DBS participant.
- B.** DBS participant reviews building design, verifies they are within DIRECTV established technical parameters, and notifies system operator of building design approval or recommended changes.

III Technical Registration

- A.** NRTC DBS participant should provide Technical Registration documentation to system operator.
- B.** System operator constructs DSS distribution system
 1. Measure signal quality per transponder
 2. Complete Technical Registration Form for each building
- C.** System operator submits Technical Registration Form for each building to NRTC DBS participant for review.

IV Subscriber Setup

- A.** System operator provides subscriber programming information with Subscriber Activation forms.
- B.** System operator submits Subscriber Activation Form to local DBS participant.
- C.** System operator installs subscriber DSS receiver.
- D.** Local DBS participant sets up customer account and authorizes programming services.

Look to the future with MDU

The MDU business is not an immediate profit generator. It is a process that requires a system operator to shell out a lot of money up front for equipment. But don't let that stop you. After all, a single sale to a property manager or owner really means 10, 20, even hundreds of sales to MDU residents and the ongoing revenues they generate.

As competition becomes much more intense for market share, you should allocate a portion of your marketing efforts to MDU sales. Once up and running, MDU accounts can pay off over the long term.