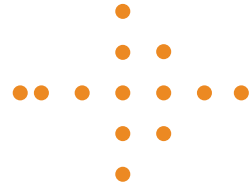




SOLUTIONS FOR THE
BAR
INDUSTRY

DIRECTV
FOR BUSINESS



THE SITUATION

Over the next few years, the bar industry has an opportunity to reinvent itself—operationally, technologically, and ethically.¹ The recipe for success in the bar industry doesn't have to be overly complex: Mix an amazing atmosphere with an impressive drink menu and great entertainment. Sports bars need to promote all the big games. Nightclubs want to create a modern, trendy vibe. And taverns are looking to create a comfortable escape. DIRECTV can help them all with the best live sports action, crystal clear HD picture quality, and must-see entertainment options every night of the week.



Did you know

The DIRECTV for BUSINESS TV Remote App+ gives bar managers control of all their receivers from one device. It lets them identify receivers with custom names, see what's showing on a particular screen, channel surf using the DIRECTV programming guide and view current and upcoming sports schedules.

3 TRENDS

THAT ARE STIRRING IT UP



GET CUSTOMERS TALKING

A service praised by your customers is more powerful than any company message. Businesses that rank in the top three spots on the first page of Google have an average of 47 reviews.²



QUALITY OVER QUANTITY

Bar patrons are becoming more and more knowledgeable about mixing their own cocktails. Customers are willing to pay for drinks that featuring local, sustainable, or premium ingredients and liquors.⁵



LATEST TECHNOLOGY

More and more bars are relying on becoming more tech friendly by creating an app for things like online reservations, mobile checkout and rewards. 73% of bar and restaurant owners agree that technology improves the overall experience of the average guest.⁶



3 CHALLENGES

BOTTLING UP BARS



Acing reviews

Many consumers, especially millennials consider online reviews to be equally as trustworthy as personal recommendations. 78% of people trust reviews they read online as much as feedback or a recommendation from a friend or family member.² With the DIRECTV Sports Bar Finder App, sports bar customers are automatically listed with their Yelp ratings for patrons searching for sporting events.



Slow nights

It's getting harder to get customers out of the house and into a bar, especially during the winter months.³ Bar managers need to be creative and host events to bring customers in and make the night about more than just a drink.



Bringing customers back

A loyal customer base is one of the most important drivers of success for the bar and restaurant industry. Offering up loyalty programs not only helps create return customers but also can lead to new referral customers and increased revenue.⁴



DIRECTV SERVES UP THE BIGGEST BENEFITS, **BAR NONE**

Bars can bring in consistent crowds by solving a few common issues. DIRECTV can help pack the house by delivering programming that turns new customers into regulars, gives bars a leg up on rival establishments and encourages patrons to stay until the end of games.

1. Make loyalty a top priority

PROBLEM

Sources say that current customers spend a whopping 300% more than new customers.⁷ Loyal customers are essential to the of a successful business.

SOLUTION

78% of bar and restaurant subscribers rate DIRECTV good, very good or excellent for its ability to generate more loyal, repeat customers.⁸ With a wide variety of channels, exclusive sports and satellite music channels, DIRECTV has everything customers are looking for.

2. Stand out from the competition

PROBLEM

58% of gen-zer's, aged 21-28, view going out to bars for drinks as an important of how they socialize? But with so many bars to choose from how do they choose which bar to go to?

SOLUTION

Being ready for bigger crowds means offering the very best in sports programming, like NBA LEAGUE PASS, MLB EXTRA INNINGS[®], NHL[®] CENTER ICE[®]—plus exclusive programming like NFL SUNDAY TICKET, ESPN COLLEGE EXTRA, ESPN+ for Business (PGA Tour Live being included).

* With DIRECTV and NFL SUNDAY TICKET. Out-of-market games only included in NFL SUNDAY TICKET subscriptions. Select international games excluded. Professional and collegiate sports subscriptions sold separately. Blackout restrictions apply.

3. Up the orders per visit

PROBLEM

The average consumer orders 2.3 drinks per occasion.¹⁰

SOLUTION

With the shows and sporting events people want to see most, DIRECTV helps keep customers in their seats longer—placing more orders. In fact, 81% of bar and restaurant subscribers rate DIRECTV good, very good or excellent for its ability to get customers to stay longer.⁶



DIRECTV IS THE PERFECT ***BLEND FOR BARS***

From the casual crowd to club-goers to, DIRECTV offers something for every bar visitor. It's an easy way to create an electric atmosphere that pulls in passersby from the sidewalk and keeps customers sticking around.



Be the top spot for sports

No one can offer the extensive sports lineup DIRECTV does. From all of the major pro sports to big tournaments on the course or court, bars can bring their A game with DIRECTV.

Become the hot-spot for Pay-Per-View events, like UFC, WWE, MMA, FIFA soccer, Showtime's Championship Boxing and more. And with viewing parties and special program-based promotions, your bar can be the go-to place everyone gathers.



The best in TV all night, every night

Midweek lulls are bad for business. But with DIRECTV, there are games and episodes of the hottest shows on every night—perfect for a Wednesday night watch party.



Spread the word

Our complimentary DIRECTV MVP Marketing Program makes it simple for any bar or restaurant to let everyone know they've got best in entertainment.¹¹

Benefits include:

- Marketing Materials to promote games on NFL SUNDAY TICKET, MLB EXTRA INNINGS®, NHL® Center Ice®, NBA League Pass, ESPN College Extra and more!
- Access to DIRECTVMVP.COM to view, download and print the most up-to-date sports schedules, plus find helpful hints to grow your businesses.
- The DIRECTV Sports Bar Finder mobile app so patrons can search near their current location for bars and restaurants featuring a particular sporting event.



Get the beat going

Every bar has its own vibe. DIRECTV offers Music Choice® Premium, which has a huge selection of commercial-free genres to give any bar the right mix for its brand.

\$81

The average amount nightlife enthusiasts spend on a night out and go out 2 nights a week.¹²



POUR IT ON

WITH OPTIONAL ADD-ONS

Raising the bar for entertainment is as easy as adding these incrementally valuable DIRECTV packages to their service.



GAME ON

Fans won't miss a minute of the action when you give them our popular sports packages. Pump them up with NHL® Center Ice,® MLB EXTRA INNINGS® and NBA LEAGUE PASS. Plus, NFL SUNDAY TICKET, featuring every live game, every Sunday,* so football fans can watch their favorite out-of-market teams. Bars can even receive a free promotional marketing kit to drive traffic.



* With DIRECTV and NFL SUNDAY TICKET. Out-of-market games only included in NFL SUNDAY TICKET subscriptions. Select international games excluded. Professional and collegiate sports subscriptions sold separately. Blackout restrictions apply.



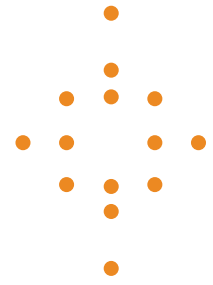
TV THAT SPEAKS THEIR LANGUAGE

DIRECTV is fluent in international programming, so there's a wide variety of foreign-language packages featuring channels from around the globe.



MORE EVERYTHING

Go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.



4 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Set the mood in your lounge area.
- 2 Give the bar a boost with the top games and shows.
- 3 Keep the excitement going outside on the patio.
- 4 Keep the excitement going outside on the patio.

19.5%

GROWTH FOR BARS

Nominal growth for bars
and taverns for 2022?

1. <https://www.foodandwine.com/fwpro/bars-drinks-industry-change-coronavirus>
 2. <https://review42.com/resources/online-reviews-statistics/>
 3. <https://www.accelentertainment.com/blog/9-promotions-that-will-drive-traffic-to-your-bar-this-winter>
 4. <https://www.softwareadvice.com/resources/5-tips-for-restaurant-loyalty-programs/>
 5. <https://www.webrestaurantstore.com/blog/2370/bar-trends.html>
 6. <https://pourmybeer.com/new-restaurant-technology-trends-to-watch-in-2021/>

7. <https://blogs.constantcontact.com/repeat-customers/>
 8. Based on a February/March, 2019 national survey of Bar and Restaurant Subscribers who expressed an opinion.
 9. Based on a October 2021 Technomic Adult Beverage Planning Program Gen Z: Outlook & Opportunities Study.
 10. <https://brandongaille.com/22-bar-and-nightclub-industry-statistics-and-trends/>
 11. <http://directvmvp.com>
 12. <https://www.eventbrite.com/blog/academy/the-nightlife-industry-how-much-do-people-spend-on-a-night-out/>

*Certain remote control functions require a standard DIRECTV remote. iPad® remote control functionality requires an Internet or Wi-Fi connection and is limited to the range of network. Internet access and directv.com login required. Internet connections may vary. Only available on certain Internet-connected receivers. Visit directv.com/apps for complete details. Remote connections may vary. Charges may apply for an Internet Connection Kit and installation. Requires DIRECTV Plus HD DVR (models HR20, HR21, HR22, HR23, HR24), DIRECTV Plus DVR model R22, or DIRECTV HD Receiver (models H21, H23, H24, H25) connected to broadband. DIRECTV Receiver(s) and the iPad® must be connected to the same network. iPad® is a registered trademark of Apple Inc. ++By downloading this app you are verifying that you are over the U.S. legal drinking age of 21 years old. Use of DIRECTV mobile apps is licensed under DIRECTV's current End User License Agreement. Use of DIRECTV mobile apps is also subject to DIRECTV's privacy policy and other legal policies, including DIRECTV's Customer Agreement for users who are DIRECTV customers.

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