



# Commercial Lodging and Institutions Rate Card

**PURCHASING GUIDELINES:** All rates are per Subscriber Unit\* per month with a minimum of 20 subscriber units and \$25 in programming services\*\*. Charges must be based on 100% of the subscriber units at all times. With the exception of ESPN, the property does not have to display all feeds or channels in a package. Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.

## PACKAGED SERVICES

## PER UNIT

<b>UNIVERSAL CHOICE™ NEW package with over 55 channels!</b>	<b>The 101 (exclusive)</b> , A&E, ABC Family, American Movie Classics (AMC), Animal Planet, The Big Ten Network ( <b>NEW!</b> ), Bloomberg Television, Black Entertainment Television (BET), Cartoon Network, CNBC, CNN, Comedy Central, Court TV, C-SPAN, C-SPAN2, CSTV: College Sports Television, Current TV, Discovery Channel, Discovery Health Channel, E! Entertainment Television, Fox News Channel, FX, FUEL TV, G4 videogame tv, GEMS TV, GOD TV, GSN: the network for games, Headline News, The History Channel, IFC, Lifetime, LOGO, Military Channel, MSNBC, MTV, MTV2, NFL Network, National Geographic Channel, Nickelodeon/Nick at Nite, Oxygen, ReelzChannel, TBS, The Learning Channel (TLC), TNT, Sci-Fi Channel, The Science Channel, SOAPnet, Spike TV, Speed, TV Land, TV One, USA Network, VH1, VH1 Classic, WE: Women's Entertainment, The Weather Channel	\$2.50
<b>ESPN Package***:</b>	ESPN, ESPN2, ESPNews, ESPN Classic, ESPNU, ESPN HD and ESPN2 HD	\$3.20
<b>HD Package:</b>	TNT in HD, HDNet, HDNet Movies, Universal HD, and Discovery HD Theater -Requires an active subscription to Universal Choice or The Fundamentals	\$0.50
<b>The Fundamentals:</b>	<b>The 101 (exclusive)</b> , Bloomberg Television, Cartoon Network, CNN, C-SPAN2, Discovery Channel, Fox News, FX, Headline News, National Geographic Channel, Speed Channel, TBS, The Learning Channel (TLC), The Weather Channel, TNT and USA Network	\$1.40
<b>Family Favorites:</b>	ABC Family, American Movie Classics (AMC), Animal Planet, Discovery Channel, Discovery Health Channel, Discovery Home Channel, Discovery Kids, Discovery Times Channel, FitTV, The Learning Channel and The Military Channel	\$0.50
<b>Great Entertainment:</b>	Comedy Central, Lifetime, MTV, MTV2, VH1 and Nickelodeon/Nick at Nite (East and West)	\$0.50
<b>Facts &amp; Fantasy:</b>	Court TV, Sci-Fi Channel and E! Entertainment Television	\$0.25
<b>Business Networks:</b>	CNBC, Bloomberg Television, Fox News, MSNBC and G4 Videogame TV	\$0.50
<b>Adventure Package:</b>	National Geographic Channel, FINE LIVING, DIY Network and The Outdoor Channel	\$0.50
<b>Music Extra:</b>	Country Music Television (CMT), Fuse, Great American Country and Spike TV	\$0.35
<b>Local Channels:</b>	Includes all local channels available in your market	\$29.95 per property

\***Subscriber Units** are defined as follows: **Hotel/Motel:** Total number of available rooms; **Hospital:** Total number of televisions in patient's rooms on premises; **Dormitory, Office Building, All Others:** Total number of cable drops connected to delivery system.

\*\*\$25 minimum not required for activation of Local Channels.

\*\*\*ESPN (non-HD), ESPN2 (non-HD), ESPNEWS and ESPN Classic must be delivered to each room. In order to receive ESPN HD and/or ESPN2 HD, the non-HD feeds of ESPN, ESPN2, ESPNEWS, and ESPN Classic must be delivered to each room.



**DIRECTV**  
**FOR BUSINESS™**

# Commercial Lodging and Institutions Rate Card

## PREMIUM SERVICES

<b>HBO®</b> (7 channels plus HBO HD and HBO Latino <sup>***</sup> )..... <small>In order to receive HBO HD, the non-HD feed of HBO must be delivered to each room.</small>	\$3.50
<b>CINEMAX®</b> (3 channels) .....	\$3.50
<b>SHOWTIME UNLIMITED®</b> (5 SHOWTIME® channels, The Movie Channel®, FLIX® and Sundance Channel®).....	\$5.00
<b>SHOWTIME®, FLIX® and Sundance Channel®</b> (7 channels including 5 SHOWTIME® channels) .....	\$4.10
<b>SHOWTIME®</b> (5 SHOWTIME® channels) .....	\$3.00
<b>STARZ® Super Pak<sup>††</sup> / Encore®</b> (12 channels including all 6 theme channels) .....	\$3.75
<b>Starz® / Encore® + 3 Themes<sup>†</sup></b> (9 channels) .....	\$3.30
<b>Starz® / Encore® + 1 Theme<sup>†</sup></b> (7 channels) .....	\$3.00
<b>Starz® / Encore®</b> (6 channels: 2 Starz®, 1 Starz® Edge, 1 Starz® InBlack and 2 Encore®) .....	\$2.50
<b>Encore® + 6 Themes<sup>†</sup></b> (8 channels) .....	\$1.95
<b>Encore® + 3 Themes<sup>†</sup></b> (5 channels) .....	\$1.35
<b>Encore® + 1 Theme<sup>†</sup></b> (3 channels) .....	\$0.95
<b>Encore®</b> (2 channels: East and West) .....	\$0.75

## Stand-Alone and Bundled Services

<b>A&amp;E, The History Channel, and Discovery Health Channel</b> .....	\$0.35
<b>BabyFirstTV</b> .....	\$0.20
<b>BBC America and Current TV</b> .....	\$0.20
<b>Big Ten Network</b> .....	\$0.25
<b>Black Entertainment Television (BET) and GSN: the network for games</b> .....	\$0.15
<b>Bravo, International Film Channel (IFC) and WE: Women's Entertainment</b> .....	\$0.35
<b>C-SPAN and C-SPAN2</b> .....	\$0.08
<b>CSTV: College Sports Television</b> .....	\$0.15
<b>Disney Channel (East, West) and Toon Disney</b> .....	\$0.75
<b>ESPN</b> .....	\$3.75
<b>ESPN &amp; ESPN2</b> .....	\$3.30
<b>ESPN, ESPN2 &amp; ESPNEWS</b> .....	\$3.25
<b>Fox Movie Channel</b> .....	\$1.00
<b>Fox Soccer Channel</b> .....	\$0.20
<b>FUEL TV</b> .....	\$0.20
<b>FX</b> .....	\$0.30
<b>The Golf Channel</b> .....	\$0.25
<b>GoITV</b> .....	\$0.20
<b>Home &amp; Garden Television (HGTV), Food Network and Travel Channel</b> .....	\$0.15
<b>LOGO</b> .....	\$0.15
<b>NBA TV</b> .....	\$0.35
<b>NFL Network</b> .....	\$0.30
<b>Nicktoons, Noggin/The N and PBS Kids</b> .....	\$0.30
<b>Setanta Sports</b> .....	\$0.20
<b>Speed Channel</b> .....	\$0.25
<b>Sundance Channel®</b> .....	\$0.35
<b>Tennis Channel</b> .....	\$0.25
<b>Turner Classic Movies</b> .....	\$0.30
<b>Sports South</b> (formerly Turner South; only available in certain areas of the U.S., Zip code confirmation required) .....	\$0.99
<b>TVG The Interactive Horseracing Network</b> .....	\$0.15
<b>TV Land, The Hallmark Channel and Lifetime Movie Network</b> .....	\$0.25
<b>Versus</b> (formerly OLN) .....	\$0.35
<b>WGN Superstation</b> .....	\$0.14
<b>XM Satellite Radio</b> (includes all channels**) .....	\$0.17



**DIRECTV**  
**FOR BUSINESS™**

# Commercial Lodging and Institutions Rate Card

## Stand-Alone and Bundled Services cont'd

### Regional Sports Networks (ZIP code confirmation required)

Altitude Sports and Entertainment.....	\$0.99
Comcast SportsNet Chicago.....	\$0.99
Comcast SportsNet West.....	\$0.99
SportsNet New York.....	\$0.99
Sports Time Ohio.....	\$0.99
In-Market Regional Sports Networks.....	\$0.99
YES Network: In Market – NY, NYDMA .....	\$1.75
Out of Market – Available to viewers in New York, Connecticut, and portions of New Jersey and Pennsylvania.....	\$1.50

### International Programming

Aastha* .....	\$0.15
ArabicDirect™* .....	\$0.20
BanglaDirect™* .....	\$0.15
FilipinoDirect™* .....	\$0.35
Galavisión and Univision .....	\$0.15
HindiDirect™* II (includes Cricket Plus, MTV India ( <b>NEW!</b> ), NDTV, Star Plus, Star News, Star One) .....	\$0.35
Jadeworld (JADE-East, JADE-West, Jadeworld Super Channel, Chinese Movie Channel and CCTV-4) ....	1-999 units-\$200 1000+ units-\$400
KoreanDirect™ (MBC, SBS, YTN) .....	\$0.25
MandarinDirect™ II* (includes Phoenix TV, Phoenix InfoNews and CTI Zhong Tian).....	\$0.15
PolishDirect II .....	\$0.20
RTR Planeta* .....	\$0.15
RussianDirect™* (Channel One Russia Worldwide, Dom Kino, Muzika Pervogo and Vremya: Retro Channel).....	\$0.35
SKY TG24* .....	\$0.10
Studio 1+1 International .....	\$0.15
TamilDirect™* (Star Vijay) .....	\$0.15
TeleguDirect™* .....	\$0.15
TFC Direct™* .....	\$0.25
VietnameseDirect™ III* (includes SBTN, VHN-TV, TVB Vietnam and Little Saigon Radio).....	\$0.15

**Free Add-On††** (America's Store, Bloomberg Television, The Church Channel, FitTV, HSN, QVC, ShopNBC)  
**Complimentary Channels††** (**Satellite 101:** BYU TV, The Church Channel, C-SPAN, Daystar, Link TV, NASA TV, NRB  
Network, PBS You, RFD TV, TBN, The Word and World Harvest Television. **Satellite 119:** CCTV-9, EWTN††, ONCE Mexico,  
HITN TV††).

\*Orbital slot 95. Must have DIRECTV® Multi-Satellite System to receive these channels. Procurement of equipment is customer's responsibility.

\*\*Orbital slot 101. Must have DIRECTV® Multi-Satellite System to receive these channels. Procurement of equipment is customer's responsibility.

\*\*\*Orbital slot 119. Must have DIRECTV® Multi-Satellite System to receive these channels. Procurement of equipment is customer's responsibility.

†Theme channels include: Western, Action, Mystery, Drama, Love and WAM.

††Free add-on with purchase of any DIRECTV In-Room programming. Must have DIRECTV Multi-Satellite System to receive these channels.  
Procurement of equipment is customer's responsibility.