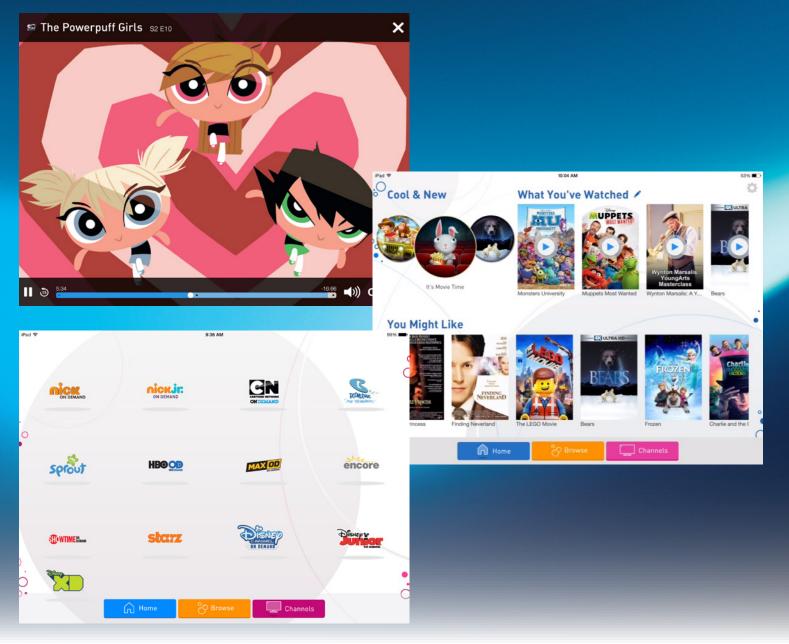
DIRECTV Kids App

Effective 6/4/15





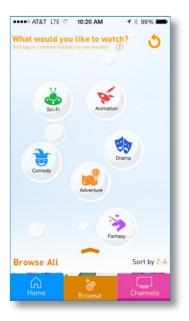
CONSUMER POSITIONING

With DIRECTV, now kids can enjoy their favorite shows and movies anywhere, anytime—at no extra charge. The new DIRECTV Kids App offers hundreds of popular children's shows and kid-friendly movies available to watch instantly from Nickelodeon, Disney, Cartoon Network, HBO, Starz, Sprout and more!

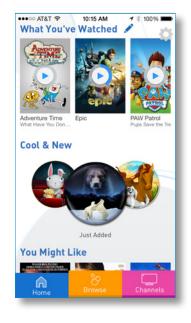
 The DIRECTV Kids App is an easy and safe environment that offers hundreds of popular children's shows and kid-friendly movies.

DIRECTV Kids App—Features & Benefits

FEATURES	BENEFITS
Safe Viewing Space	 DIRECTV Kids is a safe viewing environment for children No external links or connections—DIRECTV Kids is a completely closed and private viewing space that is safe for children NOTE: Companion ads are supported within streamed content that may link out to web. Message will appear to confirm user wants to exit the video.
Common Sense Media Ratings	 Choose from hundreds of popular children's shows and movies from top-rated networks Content includes TV shows with ratings of TVG, TVPG, TVY, TVY7, and movies with G or PG ratings We also included ratings from Common Sense Media to help inform content choices
Watch Anywhere	 Instantly stream the top kids TV shows and movies from anywhere Your children can take their favorite shows and movies with them to watch anywhere—in the car, at grandma's house, etc.
Intuitive User Interface	 Simple interface especially designed for kids is easy-to-use Fewer clicks required to quickly start video playback "Recently Watched" tool on the home screen allows children to quickly resume watching favorite shows Interactive bubbles let children filter content to get them to their desired programming faster
Personalization	 Multiple background themes to choose from allow kids to customize their DIRECTV Kids experience
Free for DIRECTV subscribers	 DIRECTV Kids is included at no additional charge All TV shows and movies included in the app are part of your programming package









DIRECTV Kids App—FAQs/Frequently Asked Questions

What age range is DIRECTV Kids for?

■ DIRECTV Kids is designed for children, and includes Common Sense Media ratings to help parents make informed choices on what they deem suitable for their children to watch.

Where can I get the DIRECTV Kids app?

■ The app is available through the iTunes® app store on iPhone® and iPad®.

What types of devices works with this app?

■ DIRECTV Kids is available for use on iPad and iPhone running iOS 7 or higher.

How many devices can I stream on at the same time?

• Up to 5 iPads or iPhones can be using DIRECTV Kids at the same time.

What type of content is available in the app?

DIRECTV Kids offers popular children's shows with ratings of TVG, TVPG, TVY, TVY7. Included movies are rated G or PG only. Content includes animation, live action for kids as well as families. NOTE: Parental supervision is recommended.

Is there Spanish-language content available in the app?

No, all content is in English only, and closed captioning is available in English only. Subtitles are not available at this time.

What are the ratings for this content?

 The Programming included in DIRECTV Kids is TV shows with ratings of TVG, TVPG, TVY, TVY7, and movies rated G or PG. We also include ratings from Common Sense Media to help inform content choices. <u>NOTE</u>: Parental supervision is recommended.

How often is new content added?

New content will be added continually as available, timing will vary by provider.

How do I filter content?

• On the browse screen you can filter results using our fun bubble filters. Tap and slide bubbles into each other to combine genres. To remove them slide a genres out of the combined bubble or select the reset button.

Is there a search feature in the DIRECTV Kids app?

No, not at this time. Users can use the bubble tool to filter content, however search by genre or title is not currently available.

Are there personalized recommendations in the DIRECTV Kids app?

No, not at this time.

How many clicks does it take to begin streaming content?

• Generally speaking, it should take less than 3 clicks to begin streaming programming.

Are there parental controls?

 We included ratings from Common Sense Media to help make informed content choices. <u>NOTE</u>: Parental supervision is still recommended.

Can my child purchase movies in this app?

No, all the TV shows and movies included in the app are part of your programming package. There are no pay per view movies in the app.

How does my child personalize their background theme?

You can change your background theme at any time by going into settings and selecting the THEMES option.

How many background themes are there to choose from?

• There are 2 customized background themes that children can choose from to personalize their app.

Can my child customize other areas of the app besides the background?

No, not at this time.