



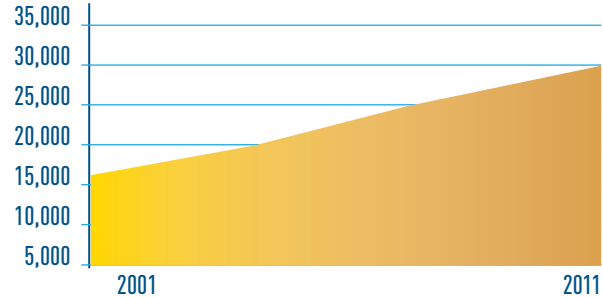
THE DIRECTV® FOR BUSINESS SOLUTION FOR
Fitness Centers, Recreation Centers and Membership Clubs



THE SITUATION

Businesses in the fitness and recreation industry face stiff competition. They must continually win over members to keep them coming back. Among the most significant challenges are keeping members engaged during workouts, retaining members and delivering value above and beyond the competition. With DIRECTV, fitness centers, recreation centers and clubs can pump up their image and flex their entertainment muscle to offer a better all-around member experience.

Number of fitness centers in the U.S. through the first decade of the 2000s



BEST PRACTICES FOR EXERCISE ENVIRONMENTS

Television serves as a distraction for exercisers, allowing them to work out longer.

DID YOU KNOW?

A common complaint among fitness club members is that staff changes channels on multiple TVs. With DIRECTV's iPad® app, employees can change channels on individual TVs using a tablet.



Proof point 1:

A study showed that a group of exercisers with 62 changeable music and personal television channels had significantly lower dropout and longer sessions than a group with 4 non changeable channels of television.

Annesi, James J., Canadian Journal of Behavioral Science/Revue Vol 33(3), Jul 2001, 193-202.

Proof point 2:

A study of runners on indoor tracks showed that the use of dissociative external thoughts helped the runners feel less physically exhausted and more revitalized.

TOP 5 INDUSTRY TRENDS



Professional credentials

Members are demanding educated and certified instructors to lead their workouts and advise them on health and exercise issues.



High-intensity training

Time is at a premium for many professionals and parents. High-intensity training lets them cram an hour-long workout into 30 minutes.



Children's fitness

The initiative to curb child obesity in the U.S. has brought a demand for a wider variety of youth activities.



Hybrid classes

Standard yoga classes have spawned new hybrid versions of classes, including hot yoga, power yoga and yagalates, among others.



Personal training

The U.S. Department of Labor released statistics showing that the personal trainer profession was poised to grow by 24% between 2010 and 2020.



TOP 10 INDUSTRY CHALLENGES AT A GLANCE



More specialized facilities are available

Crossfit and micro gyms are eating into the memberships of traditional health clubs.¹



Limited resources

High overhead for the latest equipment and buildings forces businesses in the industry to cut corners elsewhere.²



Member age is on the rise

With one-quarter of health club members over the age of 55, these businesses must find ways to appeal to an older demographic.



Economic downturns

Though the industry held steady between 2007 and 2012, increasing about 1% per year, growth was curbed by a lack of discretionary income.



Small-group training

Creating secondary income programs is popular but difficult to execute.¹



Generation Y

Fitness and rec centers need to convince younger people that forming a healthy regimen is beneficial.



Increased competition

More facilities mean more choices for consumers. Fitness and rec centers need new ways to stand out.²



Developing quality staff

Training new employees requires an investment of time and resources.²



Having something for everyone

With so many niche businesses, all-inclusive fitness centers need a well-rounded offering of equipment and classes.



Keeping up with equipment advancements

Only having out-of-date equipment is a surefire way to lose members. Carrying cutting-edge machines is a must.

¹ [https://www.lesmills.com/global/media-centre/news-item.aspx?e=2ZkqUz\\$UIIDo-](https://www.lesmills.com/global/media-centre/news-item.aspx?e=2ZkqUz$UIIDo-)

² <http://www.slideshare.net/Bryankorourke/fitness-facilities-3-key-challenges>

HOW DIRECTV HELPS OVERCOME KEY HURDLES

Fitness centers are constantly under pressure to make members' visits more engaging, maximize the frequency of member visits and stand out from the crowd.



1 KEEP MEMBERS ENGAGED

PROBLEM

"Many of our members show up to our gym a bunch—at first. But after a few months, they lose interest and don't enjoy their workouts. Eventually, that leads to unsatisfied customers who want to cancel their membership."

SOLUTION

DIRECTV offers a wide variety of programming that can be shown on individual screens or several common screens to make even the most challenging workout more enjoyable. Plus, SonicTap® Music Channels keep the beat pumping with the perfect mix of musical genres.



2 BOOST RETENTION

PROBLEM

“At my recreation center, we’re always trying to find fresh, budget-friendly ways to add value for our members. If they aren’t happy with the amenities we provide, they won’t feel like they’re getting a good value for their money and they might not stay with us.”

SOLUTION

Adding DIRECTV to your locker rooms and common areas will give members an added benefit—at a minimal cost to your organization. They’ll enjoy an extra level of entertainment that will show you care about their experience.

3 STAND OUT FROM THE COMPETITION

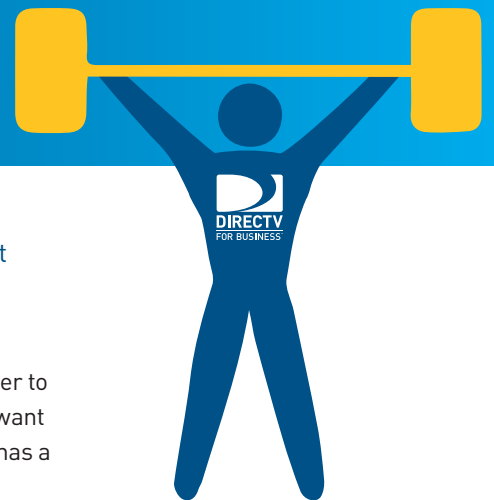
PROBLEM

“Our gym is located right around the corner from this brand-new place. We have the same machines, a great staff and a similar class schedule, but we’ve already heard members talking about this new competitor. They have plenty of TVs, but word is they only have a handful of stations. We’d love to give members something they can’t get at the other place.”

SOLUTION

Offering members DIRECTV shows innovation, creativity and a commitment to giving 110%. Members can choose from a wide variety of popular programs to get a personalized, unique workout experience.

DIRECTV SHAPES UP THE FITNESS EXPERIENCE



With DIRECTV, you can enhance member amenities and make working out more enjoyable. As one fitness center member put it, “A good show is the only thing that keeps me going on the treadmill.”



Programming to energize any workout—Some may prefer to laugh at a sitcom. Some are motivated by watching sports. Other may just want to crank the tunes on SonicTap® Music Channels. With **DIRECTV**, everyone has a broad selection to find exactly what gets them going.



Entertainment on every wall—When members walk in and see that you offer **DIRECTV** as an amenity, they’ll be impressed, knowing you are committed to providing a top-quality fitness experience.



Give members more than the other guys—**DIRECTV** helps to differentiate your fitness center from the one down the street.



Keep members and attract new ones—Members who enjoy their workouts will not only come back month after month, but also more likely to refer their friends and family.



5 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Impress right from the start in your lobby.
- 2 Dress up your locker rooms.
- 3 Put the game on in your snack bar.

- 4 Offer a high degree of personalization in your cardio area.
- 5 Kick back and take a break in your private offices.

51.4

million Americans belonged to a fitness center in 2011. People find that music improves their energy, which is why SonicTap® Music Channels is a great addition to any recreation or fitness center.



\$25 BILLION

in revenue generated by the fitness/recreation industry in 2011 and employed approximately 561,000 people.

2.2% – The rate by which the US gyms, health & fitness clubs market is forecast to accelerate annually for the five-year period of 2012 - 2017.

87%

of business subscribers believe **DIRECTV** helps members pass the time.**

86%

of business subscribers that subscribe to **DIRECTV** SonicTap® Music Channels believe that SonicTap® creates a livelier atmosphere.*

13 years in a row, **DIRECTV** has rated higher in customer satisfaction than cable.



In fact, **DIRECTV** is #1 in customer satisfaction over all other cable and satellite providers.*

* As compared to the largest national cable & satellite TV providers. 2013 American Customer Satisfaction Index.

** Results are based on a March 2013 national survey of 503 DIRECTV business viewing subscribers with at least 3 months' tenure who expressed an opinion.