

## DIRECTV Pre-Loaded Solution Requirements

The DIRECTV Pre-Loaded (DPL) solution is designed for the MDU residential market with just a few differences from the traditional MDU digital bulk product offering. The DIRECTV Pre-Loaded solution allows DIRECTV to provide an instant-on for new customer account activation with the ability to reuse the receiver for the next customer within the same property.

- The receiver is only installed once and remains in the unit.
- An HD DVR or Genie® is installed in every unit with corresponding HD receivers or Genie Mini in each bedroom and television outlet, with up to four receivers allocated per unit.

The DIRECTV Pre-Loaded solution is only allowed on properties constructed with the DIRECTV D2 Advantage technology.

While equipment will remain in the unit as residents come and go, the hardware will transfer to the new customer account upon move-in. This will require dealer management and maintenance of receivers, filters, wiring schemes, DECA, and dishes at the property level. It will also allow each customer the flexibility to purchase add-on offers to receive additional programming or services.

## Program Guidelines

1. Dealer must be a registered DIRECTV MDU dealer in good standing and have an executed copy of the DIRECTV Pre-Loaded contract on file
2. DIRECTV Pre-Loaded solution may only be used as a digital bulk product and can be launched with any current bulk base programming
3. Dealer will purchase required parts from an approved MDU distributor and will not be reimbursed by DIRECTV for those parts
4. Property must be built to current technical specifications of the DIRECTV D2 Advantage technology that are included in the MDU dealer agreement
5. Dealer will be completely responsible for all sales, service and maintenance of the DIRECTV Pre-Loaded Solution, up to and including the receivers that are located within the residential units
6. Properties must be greater than 10 units in size
7. Properties must have all Genies and Clients OR all HD DVRs and HDs
  - Dealer cannot exceed four total receivers per unit.
    - 1 Genie and 3 Clients (\$100 charge) OR
    - 1 HD DVR and 3 HD Receivers
  - Dealer cannot exceed an average of 2.5 receivers per unit without prior approval
    - To obtain prior approval, dealer must email DIRECTV Finance (bkay@directv.com) and Dealer Specialist with the following information:
      - Unit Count
      - Estimated Receivers per Unit
      - Proposed Bulk Base Package
      - Business Justification for Additional Receivers
8. Finance approval required for all DIRECTV Pre-Loaded property launches (this is obtained during the SFDC Property Launch Process)
  - Director approval required for all phase billings set at more than 6 months or for bulk price exceptions.

## DIRECTV Pre-Loaded New Property Launch Process

Dealer must follow standard operator agreement requirements, including the property launch (opportunity management) process through Salesforce.com (SFDC) as outlined in the operator agreement. For more details please refer to the SFDC Sales Stage Flow as outlined in the chart on the next page or contact your distributor.

### SFDC SALES STAGE FLOW

SFDC Sales Stage	DIRECTV Pre-Loaded Activities—Please note the following activities apply to Pre-Loaded specifically. There may be additional activities associated with the normal SFDC process not listed here.
Lead Reservation	Pre-Loaded option notated in comments/notes. Lead converted to Opportunity.
Site Survey	If the property is labeled bulk, a required Pre-Loaded field will appear. Dealers must choose between single-phase or multi-phased shipping.
<b>Property Valuation</b>	
Pre-Loaded Receiver List	Dealer submits Receiver Request Form to distributor. Distributor uploads to SFDC and moves sales stage to Finance Pre-Loaded Request
Finance Pre-Loaded Request	Finance reviews the request and if approved, moves to Sales and Marketing Operations (SMOPs) Pre-Loaded Request. If it is not approved, Finance moves sales stage back to Pre-Loaded Receiver Request
SMOPs Pre-Loaded Request	SMOPs reviews the Receiver Request, and if approved, moves the sales stage to Right of Entry (ROE) and Property Registration. If not approved, SMOPs moves the sales stage back to Pre-Loaded Receiver Request, and the form must be resubmitted to Finance.
<b>ROE &amp; Property Registration</b>	
ROE Review Legal	<ol style="list-style-type: none"> <li>Once ROE is approved, PID (Property Identification Number) is created.</li> <li>Once PID is created, dealer populates Receiver Request Form with PID</li> <li>Dealer submits Receiver Request Form to distributor to upload to SFDC</li> <li>Distributor uploads Receiver Request form to SFDC and flags for review.</li> <li>MDU Sales Ops reviews Receiver Request Form and then forwards the form to Distributor &amp; Dealer               <ol style="list-style-type: none"> <li>SLA: 3 business days</li> </ol> </li> <li>Distributor &amp; Dealer coordinate shipment of DPL receivers               <ol style="list-style-type: none"> <li>If doing phased shipping, the sales stage will remain in "Build Out" until all of the phases have been shipped.</li> </ol> </li> <li>Once receivers have been installed, Dealer updates Receiver Request Form with Access Card #, RID and Serial #               <ol style="list-style-type: none"> <li>For phased shipping, this step must be done after each phase before the next phase will be shipped.</li> </ol> </li> </ol>
Inspection Request	<ol style="list-style-type: none"> <li>Dealer submits Receiver Request Form with Bulk Registration Paperwork to Agent Services               <ol style="list-style-type: none"> <li>Receiver Request Form</li> <li>Bulk Registration Agreement</li> <li>Phase Addendum (if necessary; may require additional approvals and add extra time to the SLA)</li> <li>Dealer must submit these forms a minimum of 5 days prior to property launch</li> </ol> </li> <li>Sales Ops creates BMU               <ol style="list-style-type: none"> <li>SLA: 6 business days</li> <li>BMU accounts cannot be activated Friday–Monday</li> </ol> </li> </ol>
Inspection Complete	<ol style="list-style-type: none"> <li>Dealer submits Receiver Request Form with Bulk Registration Paperwork to Agent Services               <ol style="list-style-type: none"> <li>Receiver Request Form</li> <li>Bulk Registration Agreement</li> <li>Phase Addendum (if necessary, may require additional approvals and add extra time to the SLA)</li> <li>Dealer must submit these forms a minimum of 5 days prior to property launch</li> </ol> </li> <li>Sales Ops creates BMU               <ol style="list-style-type: none"> <li>SLA: 6 business days</li> <li>BMU Activations cannot be done Friday–Monday</li> </ol> </li> </ol>
Property Release Request	PAC, Net Gains and CSF will be processed according to the compensation schedules as outlined in the dealer agreement and DIRECTV Pre-Loaded addendum
<b>Closed/Won</b>	

## Property Build Out Requirements

- 1) Dealer must purchase approved parts from an authorized MDU distributor
- 2) Dealer will order the MDU receivers from an approved DIRECTV Pre-Loaded distributor and will be shipped the receivers, remotes and DIRECTV CINEMA® Connection Kits (DCCK) at no cost to the Dealer (DIRECTV will reimburse the distributor directly).
- 3) Dealer will install a receiver at each television outlet, and a DCCK if applicable, not to exceed four receivers per unit.
  - In-unit security of the installed receiver will be determined by the dealer. An aluminum wall mount with plastic cover or mounting bracket will be available through the distributor and is recommended by DIRECTV to secure the receivers.
- 4) Dealer is responsible for tracking receiver changes (including ERPs or replacement of missing receivers) on the DPL Receiver Request Form.
  - Dealer must notify Agent Services of any Receiver Request Form changes. [agentservices@directv.com](mailto:agentservices@directv.com)
  - Call Center dealers must also email updated Receiver Request Form to [mdu.implementation@directv.com](mailto:mdu.implementation@directv.com)

INSTALLING EQUIPMENT	
All Pre-Loaded properties must be exclusively HD DVR or Genie. Dealers are not allowed to install HD DVRs on Genie properties or Genies on HD DVR properties.	
<b>HD DVRs</b>	<ul style="list-style-type: none"> <li>■ An HD DVR is standard on the main television outlet with HD receivers at each additional outlet in the unit, with a maximum of four outlets installed with DIRECTV® Receivers.</li> <li>■ DCCK should be installed in each unit so that residents have access to the latest DIRECTV technology</li> </ul>
<b>Genie</b>	<ul style="list-style-type: none"> <li>■ Dealer may use a Genie on the main television with Genie Minis on each incremental television outlet with a one-time charge of \$100 per unit at property launch by the distributor to the dealer.               <ul style="list-style-type: none"> <li>■ MRV is automatically attached to accounts with Genies even if there is only one activated receiver.</li> <li>■ DVR service is required</li> <li>■ Properties may include MRV and DVR services in the master bulk services</li> </ul> </li> </ul>
<b>Remotes</b>	<ul style="list-style-type: none"> <li>■ Distributors will provide 1.5 remotes on initial receiver shipment.</li> </ul>

## Customer Order Process

### 1) Move-In Items

- DIRECTV recommends that the property management or leasing staff facilitates the delivery of the following items to new residents at move in:
  - Remote control
  - DIRECTV Pre-Loaded User Guide
  - Tips & Tricks Booklet

### 2) Customer will call MDU Dealer or MDU Call Center to activate individual DIRECTV account

- Like other bulk products, the contractual base programming package in the DIRECTV contract will be offered at no charge to the customer.
- Customer will be required to provide credit card when setting up their account
  - Customer will be responsible for all charges associated with their personal DIRECTV account.
  - Customer will be responsible to cancel the account with the MDU Dealer and DIRECTV when vacating the unit.
- Customer has the option to activate each receiver allocated to their unit (up to four receivers).
  - Customers may activate any combination of receivers installed in the unit, but may not activate receivers not associated with that unit during the Pre-Loaded Property launch process.
  - Lease fee or other fees for additional services may apply.
- Customer may upgrade programming packages, order movies, or premium channels like any retail customer at their own expense. Prices vary.
- Customers are not required to enter into a programming commitment with DIRECTV to use DPL services.

### 3) Dealer creates customer accounts in DWS and activates pre-selected receivers on each account as outlined on the Receiver Request Form (Does not apply to Dealers in the MDU Call Center)

## Ongoing Receiver Management

- 1) DIRECTV Receivers will be leased by DIRECTV to individual residents. The residents will not return the receivers to DIRECTV upon termination of service.
- 2) The dealer is responsible for facilitating the transfer of the lease of the receiver from the terminating tenant to the new tenant.
  - Customers that move-out must have their receivers disconnected by DIRECTV Customer Care.
    - The dealer may also call Agent Services to ensure receivers have been disconnected properly.
    - If a customer does not disconnect and is left with an outstanding balance greater than \$100, receivers tied to that account cannot be reused on another DPL account. Dealer will be responsible for replacing receivers with an outstanding balance. This will likely necessitate a truck roll.
    - Dealer must update their receiver request form and resubmit to agent services if replacing a receiver (See Step 4)
- 3) During any time when a tenant is not occupying the unit, the MDU Dealer will remain responsible for the leased receiver.
- 4) Dealer will be responsible for any receiver located in a DIRECTV Pre-Loaded property unit
  - Dealer will be responsible for replacing any broken or malfunctioning receivers through ERP
  - Dealer will be responsible for replacing any lost, stolen or vandalized receivers
  - Dealer will be responsible for updating the Receiver Request Form and with any new receiver information (whether replaced through ERP or replaced due to theft or vandalism)
    - Updated Receiver Request Form must be submitted to [agentservices@directv.com](mailto:agentservices@directv.com)
    - MDU Call Center dealers should also email [mdu.implementation@directv.com](mailto:mdu.implementation@directv.com) to ensure call center data is reflected accurately.
    - Dealer will be responsible for any charges issued for changes that have not been submitted to Agent Services
    - Dealer will be subject to charges for equipment that had been lost, stolen or vandalized



## Receiver Reimbursement Program

In the case that a customer is told to remove their receivers from the unit by a DIRECTV customer care agent, DIRECTV will compensate the dealer in the following way:

- 1) Dealer must replace the receiver(s) out of their own inventory and roll a truck for install.
  - Do not submit an ERP or Upgrade order
- 2) Dealer must submit the following to agentservices@directv.com
  - An updated Receiver List (identifying the receiver[s] that were swapped with the new receiver information access card #, RID, and Serial #)
  - An Invoice outlining total receivers, total truck rolls and final amount due
- 3) Dealer will be reimbursed for
  - Buy-down cost (\$25 per receiver)
  - \$75 per occurrence for installation
- 4) Dealer will also see an AP ADJ charge and reversal for the equipment that will net to \$0

HARDWARE TYPE	REVERSAL AMOUNT	CHARGE AMOUNT
Genie	(\$241)	\$241
HD DVR	(\$175)	\$175
Genie Go	(\$124)	\$124
Genie Mini	(\$89)	\$89
HD Receiver	(\$75)	\$75
DVR	(\$75)	\$75
SD Receiver	(\$69)	\$69
Wireless Video Bridge	(\$0)	\$0

## Property Renewals/Conversions

Properties that wish to convert from a DTH or Bulk platform to DIRECTV Pre-Loaded bulk must be approved by Finance before being pitched to a property as an option. For more information, please contact your sales manager.

## Movers

### Moving onto a DIRECTV Pre-Loaded Property

Current DIRECTV customers moving onto a DIRECTV Pre-Loaded property will need to return their non-Pre-Loaded receivers to DIRECTV.

If a customer has moved onto the property BEFORE disconnecting their non-Pre-Loaded receivers, they must call DIRECTV customer care to disconnect the receivers. Dealers may then call or email Agent Services to initiate return kits for the non-Pre-Loaded receivers.

Customers who do not return their non-Pre-Loaded receivers to DIRECTV may be subject to a Non Return Fee.

Customers will not have a commitment if they activate on a DIRECTV Pre-Loaded property. If existing DIRECTV customers move-in with an existing commitment, that commitment is removed after becoming a Pre-Loaded customer.

### Moving off of a DIRECTV Pre-Loaded Property

Customers will not be allowed to take equipment with them when moving from a DIRECTV Pre-Loaded property. They will need to pay for all equipment in their new residence if they wish to keep their DIRECTV account current. Customers that are moving to a single-family residence may be eligible for discounts. Please refer these customers to the DIRECTV Mover's Program at 1.866.889.7872.