



# SPORTS SUBSCRIPTIONS BUSINESS RULES AND REQUIREMENTS

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To continue to grow the business and meet ever-changing customer demands, DIRECTV for Business has changed a number of policies regarding sports subscription services over the past six months. These changes help us to better meet customer needs while simplifying the overall process resulting in an improved customer experience.

## General Policies

- Sports / sports subscription schedules are subject to change.
- Blackout restrictions:
  - Vary by sport - refer to DORIS for more information
  - Are defined by the governing body of each sport
  - DIRECTV has no control of blackouts and must comply with any rules set forth by broadcast rights-holders.
- After the season start date (varies by sport), sports subscriptions **CANNOT BE**:
  - Canceled
  - Transferred
  - Refunded (neither total nor partial / pro-rated amounts)
  - Credited (neither total nor partial / pro-rated amounts)
- In the event of disconnection during the season, customers are responsible for and required to pay any outstanding balance including un-billed sports subscription installments.

## Ordering

- Customers may order via phone or faxed order form; phone is the primary and preferred method
- Dealers may call on behalf of customers to place orders for sports subscriptions
- For all phone orders:
  - Customer / dealer must be able to verify account information
  - Dealers must verify the dealer information or account detail / contact information
  - Account **MUST BE COMMENTED** with the name of the person placing the order and their affiliation (dealer, manager, owner, etc.)

## Base Package Requirement

- Customers must subscribe to a base package
  - **Exception** - Customers in the San Diego and Philadelphia DMAs (refer to ZIP Code list in DORIS) are not required to maintain a Base Package.
  - These customers are exempt from the base package requirement because DIRECTV is not able to offer key regional sports networks in these areas.
- Customers who do not subscribe to a base package listed below when ordering must upgrade to a qualifying base package before a sports subscription is activated.
- The expired SELECCION COMERCIAL ULTRA (SCU) package is a qualifying base package.
  - Only available to customers subscribing prior to 2/9/09
  - Subscribing customers should be encouraged to upgrade to COMERCIAL MAS ULTRA

Qualifying Base Packages for Sports Subscriptions		
Public Viewing	Business Viewing	Private Viewing
COMMERCIAL XTRA PACK	BUSINESS CHOICE	OFFICE CHOICE
COMMERCIAL CHOICE PLUS	BUSINESS ENTERTAINMENT	OFFICE ENTERTAINMENT
COMMERCIAL CHOICE	BUSINESS INFORMATION	OFFICE INFORMATION
COMERCIAL MAS ULTRA		

COMMERCIAL BASIC w/ international programming package

Expired Package - SELECCION COMERCIAL ULTRA\*



## Paperwork / Payment Requirements

To streamline the ordering process, DIRECTV has eliminated most paperwork previously required to add sports subscriptions. The chart below reflects the current requirements; in most cases the only paperwork required is an approved FCO (Fire Code Occupancy) certificate. Additionally, DIRECTV no longer requires pre-payment for sports subscription services.

Paperwork Requirements Quick Reference		
Customer Type / Order Method	Paperwork Required	Pre-Payment
NEW CUSTOMER <b>NOT ORDERED</b> via OMS / DWS	<ul style="list-style-type: none"> <li>Order Form</li> <li>Approved FCO certificate for FCO-based sports subscriptions (Public Viewing only).</li> </ul>	<ul style="list-style-type: none"> <li><b>NOT REQUIRED</b> for 1-Pay nor 3-Pay subscription options</li> <li>DIRECTV will bill amount as:               <ul style="list-style-type: none"> <li>Single lump sum (1-Pay)</li> <li>Three (3) equal, consecutive installments (3-Pay)</li> </ul> </li> </ul>
NEW CUSTOMER <b>ORDERED</b> via DWS / OMS	<ul style="list-style-type: none"> <li>Approved FCO certificate for FCO-based sports subscriptions (Public Viewing only).</li> </ul>	
EXISTING CUSTOMER <b>REGARDLESS</b> of order method		

## Fire Code Occupancy

A Fire Code Occupancy Certificate (FCO) validates maximum occupancy of an establishment.

- Issued by Fire Department or a local Government office or zoning agency
- All restaurants/bars are required to pay for FCO rate for entire establishment and not just “viewing area.”

## Sports Auto-Renewal

- Key sports subscriptions automatically renew the following season at the retail rate.
  - Provided DIRECTV carries the sports subscription
  - Most subscriptions renewed using the 3-Pay schedule (options vary by sport)
- Customers are notified of auto-renewal via:
  - \$0 line-item on their billing statement (1-2 months prior to roll-to-pay)
  - Subscription specific message on billing statement (1-2 months prior to roll-to-pay)
  - Customers with multiple auto-renewal subscriptions will have a \$0 line-item for each subscription, but only one statement message for the highest priority subscription.
- System automatically begins charging for the subscription on the roll-to-pay date (varies by sport):
  - \$0 line- item and statement message are removed from the billing statement
  - First installment charge is applied to the billing statement

Auto-Renewal Quick Reference			
Sports Subscription	Rate Basis	Payment Options	Auto-Renew
CricketTicket	Flat-Rate	1-Pay	N/A
ESPN Full Court	FCO	1-Pay / 3-Pay	3-Pay
ESPN GamePlan	FCO	1-Pay / 3-Pay	3-Pay
MLB Extra Innings	EVO	1-Pay / 3-Pay	3-Pay
MLS Direct Kick	Flat-Rate	1-Pay	N/A
NBA League Pass	FCO	1-Pay / 3-Pay	3-Pay
NCAA Mega March Madness	EVO	1-Pay	1-Pay
NFL SUNDAY TICKET	FCO	1-Pay / 3-Pay	3-Pay
NHL Center Ice	EVO	1-Pay / 3-Pay	3-Pay