



June 30, 2010

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Marlene H. Dortch
445 12th Street, S.W.
Room TW-A325
Washington, DC 20554

Re: **REDACTED — FOR PUBLIC INSPECTION**

In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc., for Consent to Assign Licenses or Transfer Control of Licensees, MB Docket No. 10-56

Dear Ms. Dortch:

Enclosed please find two redacted copies of the 2007 report by Benjamin Klein, Andres Lerner, and Emmett Dacey, which DIRECTV referenced in its comments in this proceeding.¹ As authorized by the Commission, DIRECTV has designated certain information in this report as highly confidential, and an unredacted version of this report has been filed under separate cover.

Respectfully submitted,

William Wiltshire
Counsel for DIRECTV

Enclosures

¹ Klein, Benjamin; Lerner, Andres; and Dacey, Emmett, "An Economic Analysis of DIRECTV Providing Local-Into-Local Service via Satellite in All 210 DMAs," *attached to* Letter from William Wiltshire, Counsel for DIRECTV to Marlene H. Dortch, Federal Communications Commission, *Consolidated Application of News Corporation, The DIRECTV Group, Inc., and Liberty Media Corporation for Authority to Transfer Control*, MB Docket No. 07-18 (filed Aug. 23, 2007).

**An Economic Analysis of DIRECTV Providing
Local-into-Local Service via Satellite in All 210 DMAs**

BENJAMIN KLEIN, Professor Emeritus of Economics, UCLA and Director, LECCG

ANDRES V. LERNER, Director, LECCG

EMMETT DACEY, Senior Economist, LECCG

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Executive Summary

- DIRECTV would incur a significant cost to provide local-into-local service via satellite in all DMAs. A conservative estimate of the net present value of such an investment is negative \$251 million.
- DIRECTV currently offers local-into-local via satellite service in 143 DMAs and plans to launch local-into-local via satellite by the end of 2007 in an additional 7 DMAs. These 150 DMAs comprise 94.6 percent of U.S. television households. The remaining 60 DMAs in which DIRECTV does not now offer or plan to offer local-into-local via satellite service comprise only 5.4 percent of U.S. television households, with only 2.4 percent of U.S. television households in DMAs without satellite local-into-local service from either DIRECTV or EchoStar.
- We estimate the expected market demand effects of introducing satellite local-into-local service in the remaining 60 DMAs. Estimates of the expected increase in DIRECTV gross additions and expected decrease in disconnects when DIRECTV provides local-into-local satellite services are derived using a regression analysis based on historical market data from DMAs in which DIRECTV has launched local-into-local via satellite. Although the introduction of satellite local-into-local service would have statistically significant positive demand effects in the 60 remaining DMAs, DIRECTV's incremental revenues from the increased demand would be substantially less than

the increased costs, both fixed and variable, required to provide satellite local-into-local service in these markets. The estimated net expected present value of such an investment, assuming EchoStar will not extend its satellite local-into-local service to additional DMAs, is negative \$251 million.

- The negative \$251 million estimate understates the likely net cost to DIRECTV of providing satellite local-into-local in all DMAs because it overstates the likely positive demand effects. DIRECTV is making available to all customers equipment that integrates off-air digital signals. Consequently, local SD and HD broadcast signals which are not delivered by satellite will nonetheless be available for integration into DIRECTV's service even in the smallest television markets. This would likely progressively dampen the positive demand effects that introducing local-into-local service by satellite in additional DMAs would have as the transition reaches completion.
- The sensitivity of the negative \$251 million profitability estimate is assessed with regard to various assumptions used in the empirical model. The assumptions that are varied fall into three main categories: (1) the statistical estimates of the market impacts from DIRECTV provision of satellite local-into-local service, (2) the assumption regarding whether EchoStar will or will not offer local-into-local in all DMAs, and (3) the discount rate and the terminal value used in the model. This sensitivity analysis indicates that, under a wide range of demand estimates and market and financial assumptions, DIRECTV's offering of satellite local-into-local in the remaining 60 DMAs would

be very unprofitable, with the range of estimated net expected present values falling between negative \$133 million and negative \$326 million.

- Providing local-into-local via satellite in the 60 remaining DMAs would not only be very costly and unprofitable for DIRECTV, but also unlikely to be socially efficient. Only 2.4 percent of consumers live in DMAs that by the end of 2007 will not have local-into-local satellite service from either DIRECTV or EchoStar. Moreover, if the large investments and DIRECTV efforts necessary to expand satellite local-into-local service in these remaining DMAs delayed DIRECTV's expansion of high-definition local signals or other advanced services in larger markets, consumers overall could very well be worse off and the Commission's goal of promoting the DTV transition could be hindered. Furthermore, because the costs to DIRECTV of providing local-into-local satellite services would not be incurred by EchoStar, DIRECTV could be placed at a competitive disadvantage, hampering its ability to compete effectively in the MVPD market.

I. Introduction

1. We have been asked by The DIRECTV Group, Inc. (“DIRECTV”) to perform an independent economic analysis of the profitability of offering local-into-local service via satellite in all 210 DMAs. DIRECTV currently offers local-into-local service via satellite in 143 DMAs, and expects to launch the service in seven additional DMAs by the end of 2007. This report undertakes a profitability analysis of DIRECTV providing satellite local-into-local service in the remaining 60 DMAs.

2. The 60 DMAs in which DIRECTV does not offer, or intend to offer by the end of 2007, local-into-local service via satellite comprise only 5.4 percent of U.S. television households (Exhibit 1). Moreover, only 2.4 percent of television households live in the 31 DMAs that will not have local-into-local satellite service from either DIRECTV or EchoStar by the end of the year. The small percentage of U.S. consumers who live in DMAs without local-into-local satellite service suggests that the consumer benefits of offering the service in these markets are likely to be small. These limited consumer benefits must be balanced against the cost, both to DIRECTV and possibly consumers in other markets, of providing such local-into-local satellite service in the 60 remaining markets.

3. The report presents a profitability analysis of providing local-into-local via satellite service into the remaining 60 DMAs. The analysis indicates that extending local-into-local to these markets would be very unprofitable for DIRECTV, with the estimated expected net present value of such an investment equal to negative \$251 million. This profitability analysis is described in detail in what follows. First, a regression analysis is used to estimate the effect of DIRECTV providing local-into-local

via satellite service on its increased gross additions and reduced disconnects in the 60 remaining DMAs. The implied incremental DIRECTV revenues are then compared to estimated DIRECTV costs of providing local-into-local via satellite service in the 60 DMAs, including the cost of satellite capacity as well as subscriber acquisition and other costs. These revenue and cost streams are then discounted to obtain an estimated expected net present value of providing local-into-local via satellite service in the 60 DMAs. Finally, a sensitivity analysis of this profitability estimate is undertaken by adopting alternative market estimates and financial assumptions. This sensitivity analysis fully supports the conclusion that offering satellite local-into-local would be very unprofitable for DIRECTV.¹

II. Incremental Revenues from Local-into-local via Satellite

4. In order to assess the profitability of offering local-into-local via satellite in the 60 remaining DMAs, it is necessary to forecast two scenarios for each DMA. First, one must estimate DIRECTV revenues and costs if it does offer local-into-local via satellite in each of these DMAs. Second, one must estimate DIRECTV revenues and costs if it does not offer local-into-local via satellite. The incremental profits from providing local-into-local via satellite in the 60 DMAs is the difference between profits in these two scenarios.

A. Effect of providing local-into-local via satellite on gross additions and disconnects

5. A primary factor which affects the profitability of offering local-into-local satellite service in the remaining 60 DMAs is the effect of provision of the service on the

¹ The curriculum vitae of the authors are attached as Appendix A.

demand for DIRECTV in those DMAs. To the extent that local-into-local via satellite is valuable to consumers, we would expect that the demand for DIRECTV services would increase. This increase in demand should be reflected in a higher number of consumers who sign up for DIRECTV (referred to as gross additions) and/or a lower number of consumers who terminate their DIRECTV service (referred to as disconnects or churn).

6. We estimate the effect of provision of local-into-local service via satellite on gross additions and disconnects in the 60 DMAs using historical market data obtained from DIRECTV. The DIRECTV data contains monthly information for each of the 210 DMAs, including the number of subscribers, gross additions and disconnects, during the period from January 2003 to March 2007. The data set also includes the date on which DIRECTV and EchoStar launched local-into-local service via satellite for each DMA.²

7. It is important to note at the outset that basing our analysis on these historical data will likely overstate the market impact of DIRECTV satellite local-into-local and therefore the potential profitability of offering the service in the additional 60 DMAs. This is because in those areas where DIRECTV will not provide local signals via satellite, DIRECTV has developed a mix of strategies to offer integrated service that incorporates local broadcast signals. For example, to date, DIRECTV has included a digital terrestrial tuner in every model of set-top box used to receive its HD service. This equipment is capable of incorporating any off-air digital broadcast signal available to the subscriber into the DIRECTV service in an integrated manner such that an off-air digital signal would appear in, and be accessible through, the on-screen program guide, just like other programming available via satellite. Those DIRECTV subscribers with

² Appendix B shows the 210 DMAs and the launch dates of DIRECTV and EchoStar satellite local-into-local.

non-HD service will need additional equipment to receive and integrate available off-air digital signals in this way, which is available through DIRECTV. Because broadcast television stations now must transmit a digital signal, this option will provide access to an increasing amount of local broadcast programming through the DIRECTV set-top box. Thus, local SD and HD broadcast signals which are not delivered by satellite will nonetheless be available for integration into DIRECTV's service even in the smallest television markets. This could progressively dampen the effect that introducing local-into-local service by satellite in additional DMAs would have as the transition reaches completion.

8. One factor that affects the profitability of DIRECTV offering satellite local-into-local is whether EchoStar also offers satellite local-into-local in those markets. In 29 of the 60 DMAs in which DIRECTV does not offer (and has no plans to offer by the end of the year) local-into-local satellite service, EchoStar currently offers the service.³ We initially assume that EchoStar will not extend its satellite local-into-local service to any additional markets. Thus, our model assumes that EchoStar will offer satellite local-into-local in the 29 markets in which it currently offers the service, but will not offer the service in the other 31 DMAs.⁴ To test the sensitivity of the profitability estimate to this assumption we alternatively assume in Section VI.B. that EchoStar will expand its satellite local-into-local service to these 31 DMAs.

9. Before undertaking a regression analysis of the effect of the provision of local-into-local via satellite on gross additions and disconnects using data from all 210 DMAs, we present a graphical analysis on selected markets in which DIRECTV has launched local-into-local via satellite during the period of the data. This illustrative

³ A list of these 29 markets is included in Appendix C.

⁴ A list of these 31 markets is included in Appendix D.

graphical analysis is then followed by a more precise estimate of the effect of offering local-into-local via satellite on gross additions and disconnects using regression analysis. The results of the two analyses are consistent, both showing that the launch of local-into-local via satellite increases gross additions and decreases disconnects.

1. Graphical analysis

10. We first analyze the effect of launching local-into-local service via satellite on gross additions and disconnects in those DMAs in which DIRECTV began such service during the period covered by the available data. Because it is necessary to observe gross additions and disconnects after DIRECTV's launch, we select DMAs in which there was at least a 12-month period of data after DIRECTV launched local-into-local. Accordingly, we analyze markets in which DIRECTV launched satellite local-into-local between January 2003 and March 2006. Gross additions and disconnects over time are calculated for each DMA as a percentage of total DIRECTV subscribers in the market.⁵ For instance, in a DMA with 1,000 DIRECTV subscribers and 20 gross additions in a particular month, the gross additions are 2 percent. We illustrate an approximation of the average effect of DIRECTV satellite local-into-local by aligning the month of DIRECTV's launch in all of these markets and calculating the average gross additions and disconnects for each month before and after DIRECTV's launch.

11. Markets in which EchoStar offers satellite local-into-local: The analysis of the impact of DIRECTV local-into-local via satellite varies depending on whether EchoStar offers or does not offer the service in the particular DMA. To assess the effect

⁵ Disconnects as a percentage of total subscribers are typically referred to as "churn." The average disconnect rate ("AVD") in the data provided by DIRECTV equals disconnects minus reconnects divided by the average of each month's beginning and ending total residential subscribers. We used this AVD rate as the measure of disconnects. Gross additions do not include reconnects.

of satellite local-into-local in markets where EchoStar offers the service, we select DMAs in which EchoStar launched local-into-local via satellite at least 6 months before DIRECTV. In these markets, there is a “pre-period” during which EchoStar offers local-into-local via satellite but DIRECTV does not, and a “post-period” during which both DIRECTV and EchoStar offer the service. There were 52 markets that met this criteria.⁶

12. Exhibits 2(a) and 2(b) show the results of this illustrative analysis for gross additions and disconnects, respectively. Month “0” in these exhibits indicates the month of DIRECTV’s local-into-local launch in each of the 52 DMAs, with months to the left of this indicating the period before DIRECTV’s launch and months to the right of the zero indicating the period after DIRECTV’s launch. As expected, the analysis indicates that DIRECTV’s introduction of local-into-local via satellite has a positive effect on gross additions and a negative effect on disconnects. Exhibits 2(c) and 2(d) show the same analysis, but include the average gross additions and disconnects before and after DIRECTV’s launch. In particular, the analysis illustrated in Exhibit 2(c) indicates that, the average gross additions before providing local-into-local was ■■■ percent of subscribers per month. Gross additions increase subsequent to DIRECTV’s launch of local-into-local via satellite, with a more pronounced effect during the months immediately following the launch of the service. Accordingly, we calculate average gross additions for the first 12 months subsequent to the launch, and an average after the first 12 months. As Exhibit 2(c) shows, after launching local-into-local via satellite, average gross additions in these DMAs increase to ■■■ percent per month for the first

⁶ These markets are listed in Appendix E. There are 91 DMAs in which DIRECTV launched local-into-local service via satellite between January 2003 and March 2006. Out of these DMAs, EchoStar launched local-into-local via satellite less than 6 months before DIRECTV in 23 markets, EchoStar launched after DIRECTV in 12 DMAs and EchoStar does not offer local-into-local via satellite in 4 DMAs.

12 months, and to [REDACTED] percent thereafter. This is a [REDACTED] basis point increase in gross additions in the first 12 months, and a [REDACTED] basis point increase thereafter.

13. Exhibit 2(d) shows the result of the analogous analysis on DIRECTV's introduction of local-into-local via satellite on disconnects. Before providing local-into-local via satellite, DIRECTV's average disconnects in these 52 markets was [REDACTED] percent. After launching local-into-local via satellite, DIRECTV's average disconnects in these DMAs decreases to [REDACTED] percent per month. This is a [REDACTED] basis point reduction in disconnects.⁷

14. Markets in which EchoStar does not offer satellite local-into-local: We perform an analogous graphical analysis on markets in which DIRECTV launched local-into-local via satellite before EchoStar. To do this, we select DMAs in which DIRECTV launched local-into-local via satellite at least 6 months before EchoStar. These markets allow us to observe the impact of DIRECTV satellite local-into-local when EchoStar does not offer the service. There were 12 markets that met this criterion.⁸ Exhibits 3(a) through 3(d) show the results of this graphical analysis.

⁷ [REDACTED]
 [REDACTED]
 [REDACTED] This may be due to, for example, competitive advertising campaigns by EchoStar and the cable companies when DIRECTV launches satellite local-into-local.

⁸ These markets are listed in Appendix F.

2. *Regression analysis*

15. A more precise estimate of the effect of local-into-local on gross additions and disconnects can be derived from regression analysis. There are a few advantages to regression analysis compared to the analysis described above, which took the simple averages across a subset of DMAs before and after the launch of DIRECTV's local-into-local via satellite. Regression analysis allows one to use all the data, to assess the statistical significance of the effects, and to control for other factors that may "confound" the effect we are attempting to measure.

16. Other factors that may affect the level of gross additions and disconnects could include relevant differences between DMAs. For example, the demand for DIRECTV's services, and hence gross additions and disconnects, may be affected by the services offered by the incumbent cable company in that DMA, such as high-definition, Internet broadband, and telephone services. The demand for DIRECTV may also be related to local marketing campaigns conducted by DIRECTV, EchoStar, and the incumbent cable companies.

17. In addition, there may be systematic DIRECTV-wide time patterns in gross additions and disconnects, including seasonality and long-term trends, that may affect gross additions and disconnects. For instance, graphs of DIRECTV's average gross additions and disconnects across all markets reveal that both exhibit significant seasonality, with both gross additions and disconnects significantly higher during the summer months (Exhibits 4(a) and 4(b)). Exhibit 4(a) also reveals that DIRECTV gross additions increased in 2004, from an average of about 2 percent in 2003 to an average of 2.5 percent in 2004. Most of this cross-section and time series variation is independent of whether DIRECTV offers local-into-local via satellite in a given market.

18. Differences across DMAs and systematic DIRECTV-wide time patterns in gross additions and disconnects are controlled in the regression by using a “fixed effects” model. A fixed effects model includes “dummy variables” for each DMA and for each time period (in this case, a month). By controlling for differences across DMAs and DIRECTV-wide time trends, the fixed effects regression model isolates the effect of DIRECTV’s launch of satellite local-into-local service in those markets in which DIRECTV launched the service during the period of the data. More precisely stated, the fixed effect model captures time series variation in particular DMAs in which DIRECTV launched satellite local-into-local during the period of the data, not cross-sectional variation in gross additions and disconnects across DMAs.

19. Another advantage of the regression analysis compared to the initial graphical analysis is that the regression analysis can control for whether EchoStar offers local-into-local via satellite, and the precise month in which EchoStar began the service in a particular market. We control for this by including a dummy variable that indicates the period in which EchoStar began to provide local-into-local via satellite in a particular DMA. Because the regression analysis can control for DIRECTV’s and EchoStar’s launch of local-into-local satellite service, it is not necessary to select, as we did in the graphical analysis, the subset of markets which depends on the timing of DIRECTV’s and EchoStar’s launch of the service. Accordingly, the regression uses information for all 210 DMAs.⁹

⁹ Because we use a “fixed effects” regression model, the impact of DIRECTV satellite local-into-local is estimated from markets in which DIRECTV began the service at some time during the period of the data. However, DMAs in which DIRECTV offered satellite local-into-local throughout the data period, or at no point during the data period, also affect the coefficients of interest because they influence the overall DIRECTV-wide time trend in gross additions and disconnects (*i.e.* the time fixed effects).

20. Two regressions are estimated -- one for DIRECTV's gross additions and one for disconnects. As in the graphical analysis, these variables are expressed as a percentage of total DIRECTV subscribers in the DMA. The primary variable of interest is an indicator for DIRECTV's launch of local-into-local via satellite in a particular DMA. We include two dummy variables indicating when DIRECTV began to offer local-into-local via satellite. The first dummy variable, *DTVinESin*, indicates the provision by DIRECTV of satellite local-into-local in markets where EchoStar previously began to offer the service.¹⁰ The second variable, *DTVinESout*, indicates DIRECTV satellite local-into-local in markets where EchoStar did not previously offer the service. We similarly include indicator variables for whether EchoStar offers local-into-local via satellite in markets where DIRECTV previously offered the service and in markets where DIRECTV did not offer the service at the time that EchoStar launched satellite local-into-local (respectively, "*ESinDTVin*" and "*ESinDTVout*").¹¹

21. Lastly, because the previous graphical analysis indicated that there may be a more pronounced effect on gross additions during the first year following DIRECTV's launch of satellite local-into-local, we also allow the effect to be different in the first year by including dummy variables which indicate the 12 months following DIRECTV's launch of local-into-local ("*DTVinESinBUMP*" and "*DTVinESoutBUMP*").

¹⁰ This dummy variable is equal to 0 for all months prior to DIRECTV's launch of satellite local-into-local, and is equal to 1 after DIRECTV's launch in markets where EchoStar also offers satellite local-into-local. This same methodology is used for all other dummy variables.

¹¹ Because the "dependent" variable is gross additions or disconnects expressed as a percentage of total subscribers, the coefficients on the dummy variables can be interpreted in the same way. [REDACTED]

25. Markets in which EchoStar does not offer satellite local-into-local: The launch of DIRECTV local-into-local via satellite in DMAs where EchoStar does not offer the service is associated with a [REDACTED] percentage point increase in gross additions in the [REDACTED] following the launch. After these [REDACTED] the effect of local-into-local is a [REDACTED] percentage point increase. Both of these estimates are statistically significant at a 99 percent level of confidence. The launch of DIRECTV local-into-local via satellite is also associated with a [REDACTED] percentage point reduction in disconnects in DMAs where EchoStar is not providing local-into-local via satellite. This estimate is also statistically significant at a 99 percent level of confidence.

B. Gross additions and disconnects if DIRECTV does not offer local-into-local via satellite

26. In addition to estimating the effect of launching local-into-local via satellite on DIRECTV's gross additions and disconnects, in order to determine the profitability of this investment by DIRECTV it is necessary to calculate what gross additions and disconnects would be if DIRECTV did not offer the service in these 60 markets. The best predictor of the demand for DIRECTV if it did not offer local-into-local service is the past demand for DIRECTV. This is because we assume that EchoStar will continue to offer satellite local-into-local in the 29 markets in which it currently offers the service, and will not extend the service to any of the additional 31 markets. Accordingly, we assume that in these markets, DIRECTV's gross additions and disconnects if it does not offer satellite local-into-local will equal the average gross additions and disconnects over the last 12 months of the data for each DMA.

[REDACTED]

[REDACTED]

27. We assume that this level of gross additions and disconnects would remain constant if DIRECTV does not offer satellite local-into-local. This is a reasonable assumption because [REDACTED] Exhibits 5(a) and 5(b) show DIRECTV’s average gross additions and disconnects over time, respectively, in the 29 markets in which EchoStar offers satellite local-into-local. [REDACTED] Exhibits 5(c) and 5(d) show that DIRECTV’s average gross additions and disconnects in the 31 markets where EchoStar does not offer satellite local-into-local have remained fairly constant over time.

28. Exhibits 6(a) and 6(b) present a summary of the market impact and baseline estimates for DMAs where EchoStar offers satellite local-into-local service and for DMAs where EchoStar does not offer the service, respectively.¹⁴ In the 29 DMAs where EchoStar offers satellite local-into-local (Exhibit 6(a)), the baseline gross additions and disconnects imply that the number of DIRECTV subscribers would [REDACTED] If DIRECTV did offer the service in these DMAs, we estimate that the number of DIRECTV subscribers would [REDACTED] In the 31 DMAs where EchoStar does not offer satellite local-into-local (Exhibit 6(b)), the baseline gross additions and disconnects imply that the number of DIRECTV [REDACTED] If DIRECTV did offer the service in these DMAs, the number of DIRECTV subscribers is expected [REDACTED]

¹⁴ Appendix H summarizes the market impact estimates and how we apply regression results and baseline estimates.

29. The exhibits show that there is a greater expected positive gain from DIRECTV’s launch of satellite local-into-local when EchoStar does not offer the service in the DMA. This can be seen by comparing the top line in Exhibit 6(b) with the top line in Exhibit 6(a). The number of DIRECTV subscribers would increase by [REDACTED] if EchoStar did not offer satellite local-into-local and by [REDACTED] if EchoStar did offer the service. However, the impact of DIRECTV satellite local-into-local also depends on what would occur if DIRECTV did not make the investments to provide satellite local-into-local. As Exhibit 6(a) shows, there would be a much larger decrease in DIRECTV subscribers if DIRECTV did not provide satellite local-into-local in markets where EchoStar offers the service. The decrease in subscribers in such markets is estimated to be [REDACTED] compared to maintaining the same level of subscribers in markets where EchoStar does not offer the service (Exhibit 6(b)). The overall market impact of satellite local-into-local depends on the gap between the two lines in Exhibits 6(a) and 6(b), which is approximately the same.

30. The differential estimates of gross additions and disconnects under the alternative assumptions that EchoStar offers or does not offer local-into-local satellite service make economic sense. In particular, the impact of DIRECTV local-into-local via satellite is considerably greater for gross additions when EchoStar does not offer the service ([REDACTED]) than when EchoStar offers the service ([REDACTED]). The impact is lower, however, for disconnects when EchoStar does not offer the service ([REDACTED]) than when EchoStar offers the service ([REDACTED]). When EchoStar does not offer satellite local-into-local in a particular market, DIRECTV can achieve a significant increase in gross additions by offering satellite local-into-local and taking customers away from EchoStar. The impact on DIRECTV gross additions is not as pronounced in markets where EchoStar does

offer local-into-local because a much lower number of EchoStar subscribers are expected to switch to DIRECTV in response to DIRECTV offering satellite local-into-local. However, the opposite is true with respect to disconnects. In markets where EchoStar offers satellite local-into-local, DIRECTV's disconnects are high because of subscribers switching to EchoStar.¹⁵ Offering local-into-local via satellite in these markets will significantly decrease the number of DIRECTV subscribers switching to EchoStar, and hence significantly reduce DIRECTV's disconnects. This effect on DIRECTV disconnects is not as significant in markets where EchoStar does not offer local-into-local because there is unlikely to be a high level of disconnects by DIRECTV subscribers switching to EchoStar in those DMAs.

C. Existing DIRECTV subscribers switching to satellite local-into-local

31. If DIRECTV offered local-into-local via satellite in the remaining 60 DMAs, DIRECTV would also earn incremental revenues from existing DIRECTV subscribers who will have the option to sign up for the service. Accordingly, it is necessary to determine how many existing subscribers would elect to receive satellite local-into-local.

32. DIRECTV provided information on the number of existing subscribers who signed up for local-into-local in the DMAs where it was previously launched. To estimate the percentage of existing DIRECTV subscribers in the remaining 60 DMAs who are expected to sign up for local-into-local service via satellite, we examine 41 DMAs where DIRECTV launched the service in 2004. This subset of DMAs is appropriate for the current analysis because a service visit to change a subscriber's

¹⁵ Exhibits 5(b) and 5(d) indicate that DIRECTV's level of disconnects is considerably higher in the 29 markets where EchoStar offers satellite local-into-local service than in the 31 markets where EchoStar does not offer the service.

outdoor unit (ODU) was needed in those markets. A service visit would also be required for subscribers in the 60 DMAs who sign up for satellite local-into-local in order to change the subscriber's ODU, one or more boxes, and multi-switch.

33. In the 41 DMAs, ██████████ of existing DIRECTV subscribers elected to receive satellite local-into-local as of May 31, 2006.¹⁶ Accordingly, we assume in our model that ██████████ of existing DIRECTV subscribers would sign up for satellite local-into-local during the first two years of service.¹⁷

D. Incremental revenues per subscriber

1. New DIRECTV subscribers

34. The regression analysis described above estimates the incremental subscribers that DIRECTV can expect to obtain by offering satellite local-into-local in the 60 remaining markets. In order to assess the profitability of offering the service, it is necessary to also estimate the incremental revenues per subscriber. We estimate the revenue per subscriber based on DIRECTV's projected revenue per subscriber. DIRECTV refers to this measure as the average monthly revenue per user ("ARPU"). DIRECTV's ARPU, which includes both base and premium package revenue, is projected to be ██████████ in the first year of revenues.¹⁸ We also account for anticipated percentage increases in revenues that are proportionately commensurate with expected increases in programming costs.¹⁹

¹⁶ See Appendix I.

¹⁷ We assume that 100 percent of new subscribers will take satellite local-into-local.

¹⁸ Interviews with DIRECTV officials.

¹⁹ Interviews with DIRECTV officials.

2. Existing DIRECTV subscribers

35. We assume that the subscriber fee for local-into-local via satellite is [REDACTED] [REDACTED] DIRECTV will receive this incremental revenue from each existing and new subscriber who elects to take local-into-local via satellite once it is offered. Historically, DIRECTV has charged [REDACTED] [REDACTED] for monthly subscription packages without local-into-local via satellite compared to packages including satellite local-into-local.

III. Costs of Providing Local-into-local Via Satellite

36. The analysis described above shows that DIRECTV's introduction of local-into-local via satellite has a statistically significant effect on the demand for DIRECTV's services. This section of the report provides an estimate of the costs to DIRECTV of supplying local-into-local via satellite in the 60 remaining DMAs.

A. Cost of satellite capacity

37. DIRECTV provision of local-into-local service via satellite in a DMA requires a significant commitment of satellite capacity. DIRECTV could offer local-into-local to the remaining 60 DMAs either by using its existing satellites or by purchasing a new satellite. It is important to note that, from an economic perspective, the cost of these two alternatives will not necessarily differ. While purchasing an additional satellite implies a large capital expenditure, using existing satellite capacity has an opportunity cost. Opportunity cost refers to the value of alternative uses of the satellite capacity. The profitability of such alternative uses is the opportunity cost of using the satellite capacity to provide satellite local-into-local to the remaining 60 DMAs. There is no reason to believe that the profitability of alternative uses of the satellite capacity is

lower than the cost of the satellite itself, unless those alternative uses themselves are unprofitable.

38. For example, although DIRECTV currently provides local HD service from two Ka-band SPACEWAY satellites, it is in the process of launching two new Ka-band spacecraft (DIRECTV 10 and 11) to take their place. But there are at least three uses for the SPACEWAY satellites other than the provision of SD local-into-local service. First, DIRECTV could sell the satellites to another operator, especially one interested in providing the advanced data service the spacecraft were optimized to perform. Second, DIRECTV could use the SPACEWAY satellites to launch HD local service in additional DMAs (including, perhaps, some of the 60 unserved markets) if that proves to be more highly valued by consumers than SD service. Third, DIRECTV could simply hold these satellites in reserve as in-orbit spares to ensure the continuity of service in case of a satellite anomaly, just as most other prudent satellite fleet operators do. Extending SD local service into the remaining 60 markets would foreclose these alternative uses of the SPACEWAY satellites, and thereby impose significant opportunity costs.

39. Accordingly, we estimate the cost of satellite capacity using estimates for the purchase of a new satellite. Based on interviews with DIRECTV officials, we assume that the cost of purchasing and launching a new satellite that has the capacity to provide local-into-local service to the 60 remaining DMAs is \$300 million. This includes the satellite, the launch vehicle, and launch insurance.²⁰ Payment for the satellite would be made over the course of 30 months.

²⁰ Interviews with DIRECTV officials.

B. Subscriber acquisition costs

40. Another significant cost is subscriber acquisition costs (“SAC”). SAC reflect the expenses incurred by DIRECTV for each gross addition. These costs include hardware costs, installation costs, commissions, and marketing costs. DIRECTV estimates that its SAC will be between [REDACTED] per gross addition.

41. The appropriate measure of SAC for purposes of our profitability analysis are subscriber acquisition costs that vary according to the number of subscribers. All the costs in SAC are variable per subscriber costs except for certain marketing costs, which are largely fixed. DIRECTV officials estimate that these fixed marketing costs have accounted for about [REDACTED] of SAC costs.²¹ Accordingly, we have assumed the same percentage going forward and subtracted these fixed marketing costs from DIRECTV’s estimates of SAC.²²

C. Other costs

42. A few other assumptions regarding costs were made in the financial model. These assumptions, and the basis for the assumptions, are listed below:

- *RF Uplink costs:* We include the estimated cost to build uplink facilities to send local television transmissions to satellites for retransmission back into appropriate DMAs. The RF uplink facilities receive the local

²¹ Interviews with DIRECTV officials.

²² Additional technology transition costs would be incurred for new gross additions. These incremental costs reflect the cost difference between the Ku-band and Ka-band equipment. See Appendix J.

broadcasts via the backhaul network from individual local collection facilities (“LCFs”).²³

- *Broadcast and LCF capital:* DIRECTV provision of satellite local-into-local service requires investments in equipment to collect local broadcast signals so they can be transmitted to RF Uplinks via a backhaul network.²⁴
- *Recurring backhaul expense:* We include recurring backhaul expenses, which reflect the cost of transporting the local broadcast signal from the LCF to the RF Uplink where it can be transmitted to the satellite for local-into-local retransmission into the DMA.²⁵
- *Technology conversion costs:* The satellite DIRECTV would launch in order to provide satellite local-into-local would be a Ka-band satellite. Since existing DIRECTV subscribers in the 60 DMAs are served by Ku-band satellites, additional technology transition costs would be incurred for upgrading most current subscribers to Ka-band technology. This includes a special service visit to replace the ODU, one or more boxes, and the multi-switch.²⁶

²³ See Appendix K.

²⁴ [REDACTED]
 [REDACTED] Broadcast and LCF capital is determined on a market-by-market basis based on Interviews with DIRECTV officials. See Appendix K.

²⁵ See Appendix N.

²⁶ Technology conversion costs are estimated for each DMA.

- *Programming costs:* We include estimates of license fees paid by DIRECTV to programmers.²⁷
- *Satellite local-into-local license costs:* As local broadcast stations have increasingly elected retransmission consent over must-carry status, they have negotiated license fees from MVPDs who carry their channels.²⁸
- *Other customer-related costs:* Customer-related costs include customer service, billing, remittance processing, and field operations installation costs, and are calculated as a percent of revenue.²⁹

IV. Financial Factors

A. Discount rate

43. The net present value (NPV) of a project is derived by discounting the future cash flows by an appropriate discount rate. The discount rate reflects the time value of money, because investors prefer to receive a fixed monetary payment today rather than in the future. The rate at which a firm discounts its cash flows is the minimum acceptable expected return on its investments. An important factor that determines the minimum required return before a firm undertakes an investment is the level of risk associated with the investment. All else equal, the more risky is an investment, the higher will be the required return.

²⁷ See Appendix N.

²⁸ The model assumes that the average license fee increases over time as set forth in Appendix N.

²⁹ Interviews with DIRECTV officials. See Appendix N.

44. A starting point for estimating the appropriate discount rate for a project is a firm’s weighted average cost of capital (WACC). Because the WACC reflects the firm’s cost of raising capital, it is the minimum required return on its investment. DIRECTV’s weighted average cost of capital (WACC) is [REDACTED]³⁰

45. However, a common error in choosing a discount rate for a project is to use a WACC that applies to the entire firm. The WACC reflects the risks of a firm as a whole, not the incremental profitability of a given project. Thus, using the WACC as the discount rate for an individual project is not an appropriate approach where the risk of a particular project differs markedly from that of the firm as a whole. This is because individual projects can be significantly more risky than the firm as a whole. Accordingly, it is often appropriate to use discount rates for individual projects that are higher than a firm’s WACC.

46. I understand from discussions with DIRECTV officials that DIRECTV sometimes evaluates individual projects using discount rates that are higher than its WACC. Accordingly, in deriving our primary estimates of profitability, we assume a discount rate of [REDACTED]. In Section VI.C., we evaluate the sensitivity of our net present value estimates to this assumption by also using values of [REDACTED] (approximately DIRECTV’s WACC, which is an absolute lower bound for the discount rate) and [REDACTED]

³⁰ See Appendix M.

B. Timing of cash flows and terminal value

47. The financial model also requires estimating the timing of all of the incremental cash flows resulting from the project. In particular, the model requires the timing of investments and the launch of local-into-local service via satellite. We assume that it takes 30 months from the purchase of the satellite to the commencement of local-into-local satellite service. We understand from discussions with DIRECTV officials that this is the estimated timeframe to purchase, configure, and launch a satellite and begin offering satellite local-into-local service in the 60 remaining markets. Accordingly, we assume that revenues from the service will begin 30 months after DIRECTV begins to make the investments in the satellite.³¹

48. We forecast 4.5 years of revenues and costs from offering satellite local-into-local service in the 60 DMAs. Combined with the 30 months required to launch the service, the financial model forecasts a total of 7 years of cash flows. Assuming that DIRECTV would begin making the required investments by the end of 2007, these forecasted cash flows extend to the end of the year 2014.

49. We also include in the financial model a terminal value. The terminal value allows for the inclusion of the value of future cash flows occurring beyond the 7 year projection period of our model. In particular, the terminal value is the present value, at the end of our model, of all future cash flows from the investment. One of the primary factors in determining the appropriate terminal value is the length of time that the cash flows from the investment are expected to continue. In valuing projects that are expected to continue in perpetuity, such as the valuation of a firm, a perpetuity

³¹ Based on interviews with DIRECTV officials, we assume that the cost of purchasing and launching a new satellite will be paid over the course of 30 months.

growth model often is used to determine the terminal value. A perpetuity growth model assumes that cash flows continue to increase (or decrease) at some constant rate forever.

50. In valuing individual projects rather than a firm as a whole, a perpetuity growth model may not be appropriate. This is because individual projects may yield financial returns for only a finite period of time. If we apply a perpetual growth model to value DIRECTV's investments in providing satellite local-into-local in the remaining 60 markets, this would imply that if DIRECTV now committed to offer the service, the demand for DIRECTV would forever be significantly higher in the 60 DMAs. In particular, the gaps illustrated in Exhibits 6(a) and 6(b), which show DIRECTV's additional subscribers if it offered satellite local-into-local, compared to if it did not at the present moment commit to offering the service, would continue forever. This is unrealistic because it assumes that DIRECTV will *never* offer satellite local-into-local, or other potentially superior substitute services in these markets, such as HD local-into-local. Accordingly, it unrealistically assumes that DIRECTV will forever be at a competitive disadvantage in these markets. Because significant technological and market changes are expected to evolve over time in this industry, it is likely that at some point in the future after 2014 (say, *e.g.*, 2020), technological and market conditions will make it possible for DIRECTV to offer satellite local-into-local, and possibly HD local-into-local, to some or all of the 60 remaining DMAs in a cost effective manner. When DIRECTV does offer SD or HD local-into-local in the 60 remaining markets, the profits from its current investments in offering the local-into-local will end. Thus, it is not sensible to continue the cash flows from offering satellite local-into-local in perpetuity.

51. These considerations lead us to conservatively assume a terminal value equal to 5 times the cash flows during the last year of our model (2014). When

discounted at a 12 percent rate, a terminal value of 5 assumes that the cash flows during the last year of the model will persist for another 8 years. Because our model forecasts cash flows for 7 years, the additional 8 years captured by this terminal value implies that cash flows are expected to extend to the end of the year 2022. In Section VI.C., we evaluate the sensitivity of the net present value estimates by using alternative terminal values.

V. The Expected Net Present Value of Providing Local-into-local in the Remaining 60 DMAs Is Negative \$251 Million

52. The financial model which incorporates the assumptions described above is contained in Appendix N. The footnotes to these appendices contain more detailed notes on each of the assumptions made and the calculations involved.

53. The financial model indicates that the expected net present value of providing local-into-local in the 60 remaining DMAs is negative \$251 million. This means that extending satellite local-into-local to these markets would result in a significant cost to DIRECTV. In particular, the incremental revenues from providing local-into-local via satellite in the remaining 60 DMAs are nowhere near large enough to justify the large investments necessary to provide the service.

VI. Sensitivity Analysis

54. We assess the sensitivity of the profitability estimate to various estimates and assumptions used in the financial model. These assumptions fall into three main categories: (1) the statistical estimates of the market impact of satellite local-into-local, (2) the assumption that EchoStar will offer local-into-local in all DMAs, and (3) financial

factors used in the model (the discount rate and the terminal value). This sensitivity analysis, which is described below, strongly supports the conclusion that under a wide range of estimates and assumptions, offering satellite local-into-local would be very unprofitable for DIRECTV.

A. Sensitivity analysis of market impact estimates

55. One significant advantage of conducting regression analysis of the expected market impact of local-into-local satellite service is the ability to assess the precision of the estimated effects. The statistical precision of the market effects of providing satellite local-into-local is reflected in the standard errors of the regression coefficients.³² Using the standard errors of the estimated market impacts of the provision of satellite local-into-local, it is possible to estimate a statistical distribution of the profitability of offering local-into-local satellite service. It should be noted that this does not represent a statistical confidence interval for all of the assumptions in the model, but only the statistically derived market impact estimates. That is, the confidence intervals assume that all other assumptions in the model are accurate, and that all potential errors come from the statistical estimates of the market impact of satellite local-into-local. Regardless, these confidence intervals are useful in assessing the sensitivity of the profitability estimate to the estimates of the market impact.

56. The regression results indicate that the standard error of the market impact, in terms of the effect on the profitability of providing local-into-local via satellite, is approximately \$11.6 million. This implies that there is a 95 percent

³² For instance, the standard error of the effect of DIRECTV launching satellite local-into-local on gross additions when EchoStar already provides local-into-local is 0.04 percentage points. This standard error implies that there is a 95 percent probability that the effect of DIRECTV's launch on gross additions is

probability that the expected net present value of launching satellite local-into-local in the 60 DMAs is between negative \$273.9 and negative \$227.1 million. This statistical distribution of the profitability of providing local-into-local via satellite in the remaining 60 DMAs is illustrated in Exhibit 7.

B. Sensitivity analysis of EchoStar provision of satellite local-into-local

57. As we discuss above, an assumption in the model is that EchoStar will not extend satellite local-into-local to any additional markets. Thus, our model assumes that EchoStar will offer satellite local-into-local in the 29 markets in which it currently offers the service, but will not extend the service to the other 31 DMAs in which it currently does not offer the service. In this section, we test the sensitivity of our profitability estimate to this assumption by alternatively assuming that EchoStar will expand its satellite local-into-local service to the 31 DMAs in which it currently does not offer the service, and that it will do so before DIRECTV offers satellite local-into-local.

58. For the 29 DMAs in which EchoStar currently offers satellite local-into-local service, the estimation of the market impact of DIRECTV local-into-local via satellite is the same as in our primary model described above. For the 31 DMAs in which EchoStar currently does not offer satellite local-into-local, we assume that EchoStar will offer the service before DIRECTV's launch and, therefore, the estimated DIRECTV impact will be the same as in the 29 markets in which EchoStar already offers the service. In particular, the regression results indicate that DIRECTV's launch of satellite local-into-local is associated with a [REDACTED] [REDACTED] [REDACTED] increase in gross additions in the first [REDACTED] following the launch. After these initial [REDACTED] the

between [REDACTED] percentage points and [REDACTED] percentage points. Similar statistical confidence intervals can be calculated for other factors that were estimated statistically.

effect of local-into-local is [REDACTED] percentage point increase. The launch of DIRECTV local-into-local via satellite in these markets is also estimated to lead to a [REDACTED] percentage point reduction in disconnects in DMAs.

59. For these 31 markets, it is also necessary to estimate DIRECTV's gross additions and disconnects if EchoStar did begin to offer satellite local-into-local service but DIRECTV did not. In order to do this, we use the results of the regression analysis described above. In particular, the coefficient on the *ESinDTVout* variable reflects the impact of EchoStar's provision of satellite local-into-local on the demand for DIRECTV in markets where DIRECTV did not offer the service at the time of EchoStar's launch. This coefficient indicates that the launch of EchoStar satellite local-into-local tends to increase DIRECTV's disconnects by [REDACTED] basis points (see Appendix G(2)). This is significant at a 99 percent level of confidence. The effect of EchoStar satellite local-into-local on DIRECTV gross additions is slightly positive, but statistically insignificant (see Appendix G(1)). Accordingly, we assume that it has no effect on DIRECTV gross additions. These effects of EchoStar local-into-local service on DIRECTV's gross adds and disconnects are added to the average gross additions and disconnects over the last 12 months for each of the 31 DMAs to obtain the baseline estimates for these markets.³³

60. The financial model under the alternative assumption that EchoStar will offer satellite local-into-local in the remaining 31 DMAs before DIRECTV is contained in Appendix P. The results of the financial model under this assumption is that the net present value of DIRECTV's investment would be negative \$187 million (Exhibit 8). This compares with our DIRECTV profitability estimate of negative \$251 million when EchoStar is assumed not to offer satellite local-into-local in the remaining 31 DMAs.

³³ Appendix O summarizes the market impact estimates and methodology assuming that EchoStar will extend its satellite local-into-local service to additional DMAs.

There is a higher profitability for DIRECTV of offering satellite local-into-local when EchoStar also offers the service because it is more profitable to DIRECTV to reduce disconnects than to add new subscribers. Examining Exhibits 6(a) and 6(b) once again, we can see that DIRECTV offering satellite local-into-local reduces what would otherwise be higher disconnects when EchoStar is offering the service (Exhibit 6(a)). In contrast, offering satellite local-into-local where EchoStar does not offer the service primarily has the effect of increasing gross additions (Exhibit 6(b)). Reducing disconnects by one subscriber is much more profitable than increasing gross additions by one subscriber because there are significant subscriber acquisition costs.

C. Sensitivity analysis of financial factors

61. Other important assumptions in the model pertain to the financial factors used, namely, the discount rate and terminal value. In order to test the sensitivity of the profitability estimates to the discount rate and the terminal value, we estimated the expected profitability using alternative assumptions regarding these financial factors. In particular, we used discount rates of [REDACTED] and [REDACTED] in addition to the [REDACTED] used in the model above. The [REDACTED] discount rate is roughly the value of DIRECTV's weighted average cost of capital. This value is a lower bound estimate of the discount rate. As described above, individual projects, such as providing local-into-local service to the smallest DMAs in the U.S., can be significantly more risky than the firm as a whole. Accordingly, it is often appropriate to use discount rates for individual projects that are higher than a firm's WACC. Exhibit 9 shows that the net present values of providing satellite-local-into-local service, assuming [REDACTED] and [REDACTED] rates, are negative \$224 million and negative \$269 million respectively.

62. We also used different terminal values in the financial model. In particular, we estimate the model using terminal values equal to 4 and 6 times the cash flows in the last forecasted period, 2014. Using a discount rate of 12 percent, a terminal value of 4 assumes that the cash flows during the last forecasted year of our model will continue for almost another 6 years (to the end of year 2020). The terminal value of 6 assumes that the cash flows during the last forecasted year of our model will continue for almost another 12 years, to the end of year 2026.

63. Exhibit 10 shows the net present values of providing satellite-local-into-local service under different permutations of the financial assumptions. This includes the 3 different values of the discount rate and the 3 terminal values, which makes up 9 permutations. Exhibit 10 shows that the net present values of these permutations range between negative \$165 million to negative \$309 million.

64. Exhibit 11 also combines alternative estimates of the market impact of DIRECTV local-into-local via satellite. In particular, we use the estimates of the market impact assumptions described in Section VI.A. above, which yield profitability estimates that are two standard deviations away from our estimated negative \$251 (*i.e.* negative \$273.9 and negative \$227.1 million). These 3 additional estimates, combined with the 9 permutations above, yield 27 profitability estimates. The net present values of providing satellite-local-into-local service under these permutations of the financial and market impact assumptions, shown in Exhibit 11, range between negative \$133 million to negative \$326 million. These values represent the upper and lower bounds of the profitability estimates using assumptions intended to test the sensitivity of the model. The expected cost to DIRECTV of offering satellite local-into-local in the remaining 60 markets is negative \$251 million, which is the net present value of the model described in Sections II to V.

VII. Conclusions

65. It is unambiguous that providing local-into-local via satellite services in the 60 remaining DMAs would be very costly and unprofitable to DIRECTV. The estimated net present value for DIRECTV to do so is negative \$251 million.

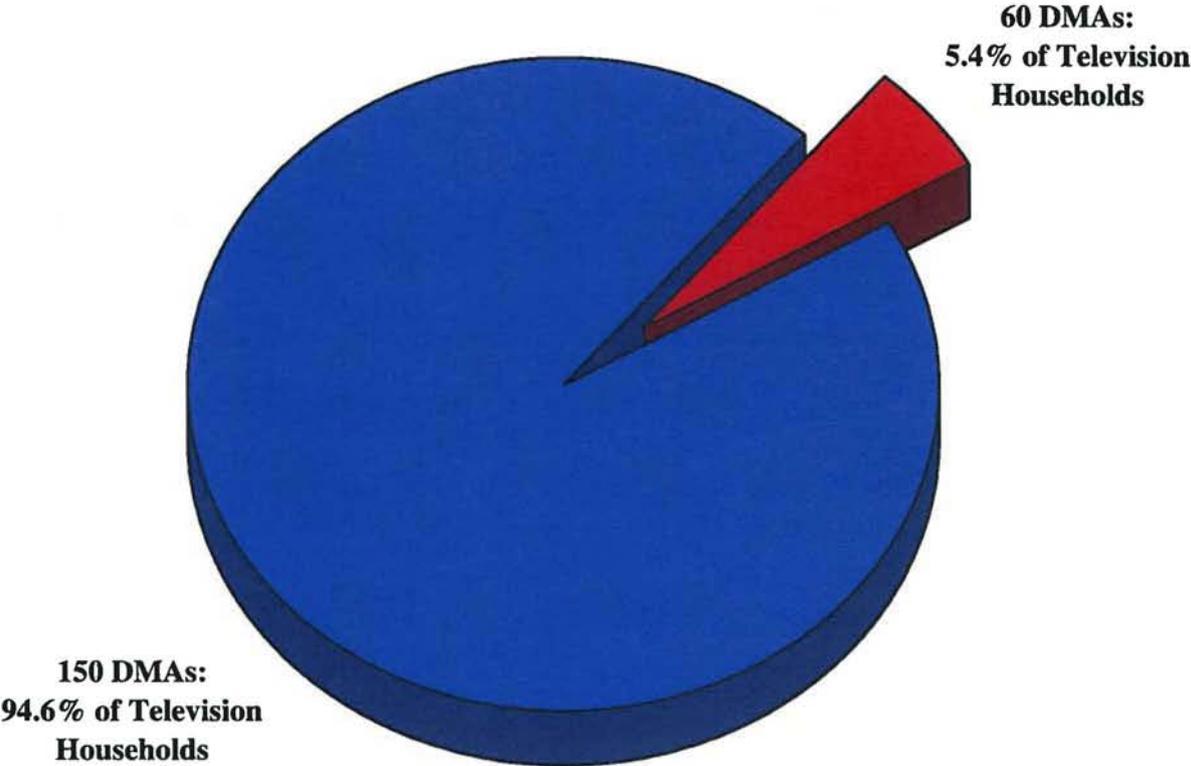
66. The significant costs to DIRECTV of providing satellite local-into-local service in the 60 remaining DMAs must be weighed against the potential consumer benefits. Since the 60 markets in which DIRECTV does not now offer or plan to offer local-into-local via satellite service comprise a small portion (5.4 percent) of total U.S. television households, and only 2.5 percent of consumers live in DMAs that do not have local-into-local satellite service from either DIRECTV or EchoStar, the potential consumer benefits are likely to be fairly limited. On the other hand, if the large investments and efforts necessary for DIRECTV to expand satellite local-into-local service delays DIRECTV investments and efforts in expanding high-definition local signals in other markets, consumers who live in larger DMAs covering 94.6 percent of television households would be harmed. Moreover, this reallocation of resources could prevent DIRECTV from fully supporting the important national objective of completing the DTV transition and extending its benefits to more viewers throughout the United States.

67. Furthermore, because the cost burden to DIRECTV of providing satellite local-into-local in the remaining 60 DMAs would not be incurred by EchoStar, DIRECTV would be placed at a competitive disadvantage. In particular, if the DIRECTV investments and efforts necessary to provide local-into-local to the 60 DMAs would detract from DIRECTV investments or efforts in launching high-definition local service or other advanced services, DIRECTV would be significantly hampered in its

ability to compete in the MVPD market. Since the introduction of digital cable has provided cable operators with an inherent advantage over Direct Broadcast Satellite in offering high-speed Internet, telephone, and video-on-demand services, any additional competitive disadvantage placed on DIRECTV has the potential to decrease overall competition in the MVPD market.

Exhibit 1

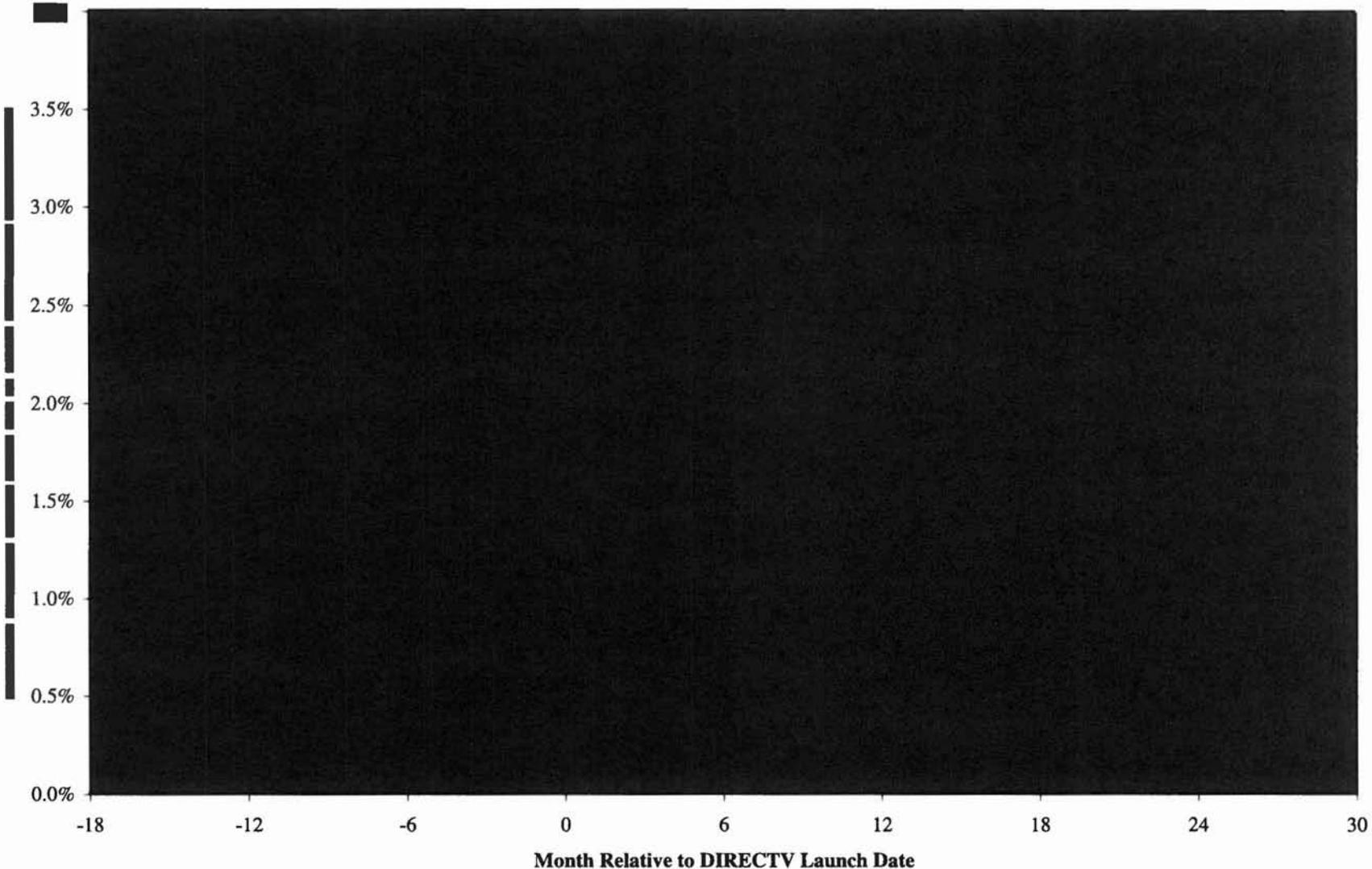
DIRECTV Provides Satellite Local-Into-Local Service in 150 DMAs Covering 95% of TV Households



Notes: Numbers include 8 DMAs in which DIRECTV plans to launch satellite Local-Into-Local service by the end of 2007 (Bangor ME, Beaumont-Port Arthur TX, Butte-Bozeman MT, Dothan AL, Harrisonburg VA , Laredo TX, Odessa-Midland TX, Palm Springs CA). Number of DMAs where DIRECTV provides satellite Local-Into-Local is calculated as of the end of the year. Percent of TV Households is calculated using 2006 data.

Exhibit 2(a)

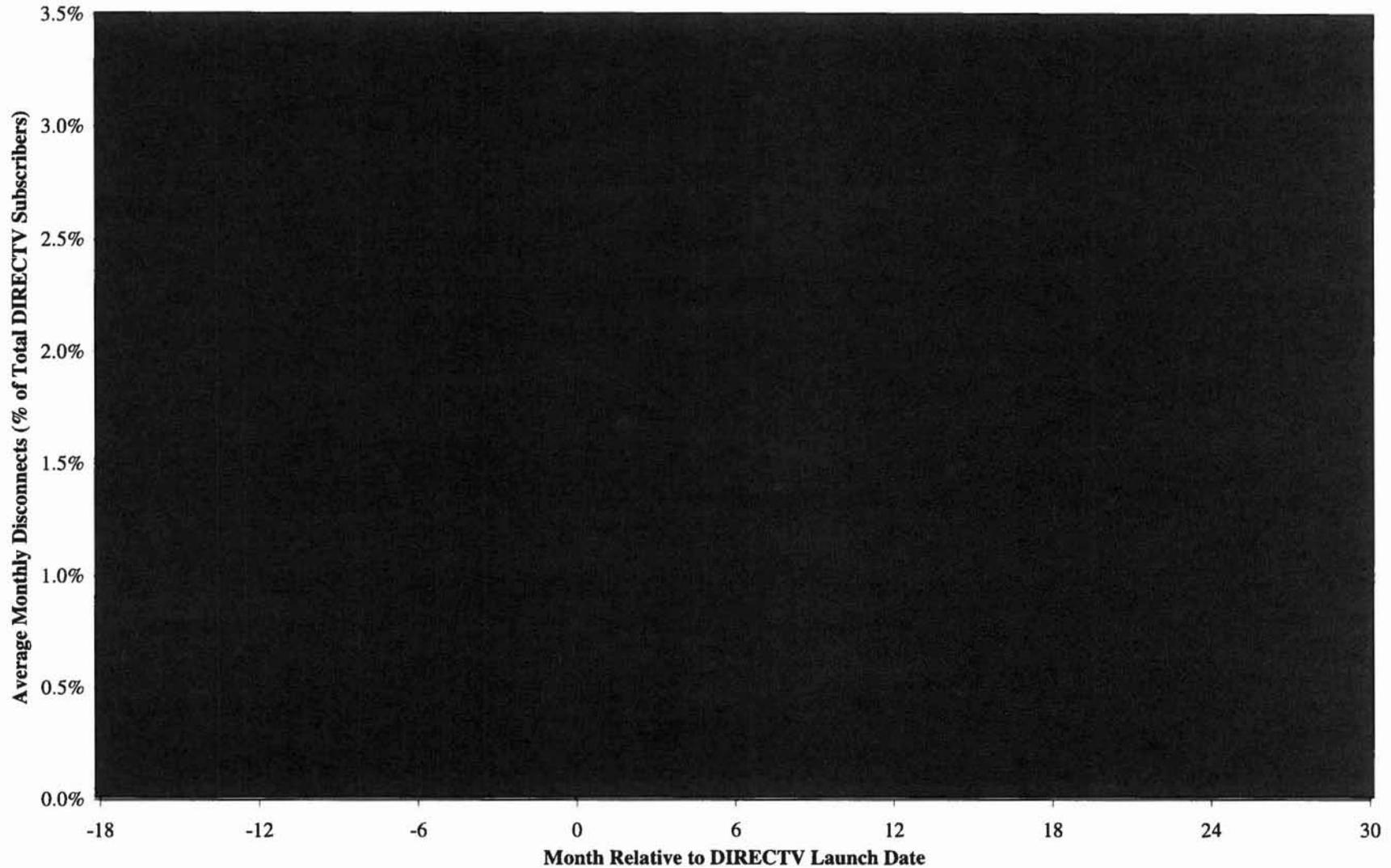
Average Gross Adds Before and After DIRECTV Launched Satellite Local-Into-Local Service



Notes: Data includes 52 DMAs where DIRECTV launched Local-Into-Local via satellite between January 2003 and March 2006 and EchoStar launched Local-Into-Local via satellite at least 6 months earlier. Dashed line reflects 12-month trailing moving average.

Exhibit 2(b)

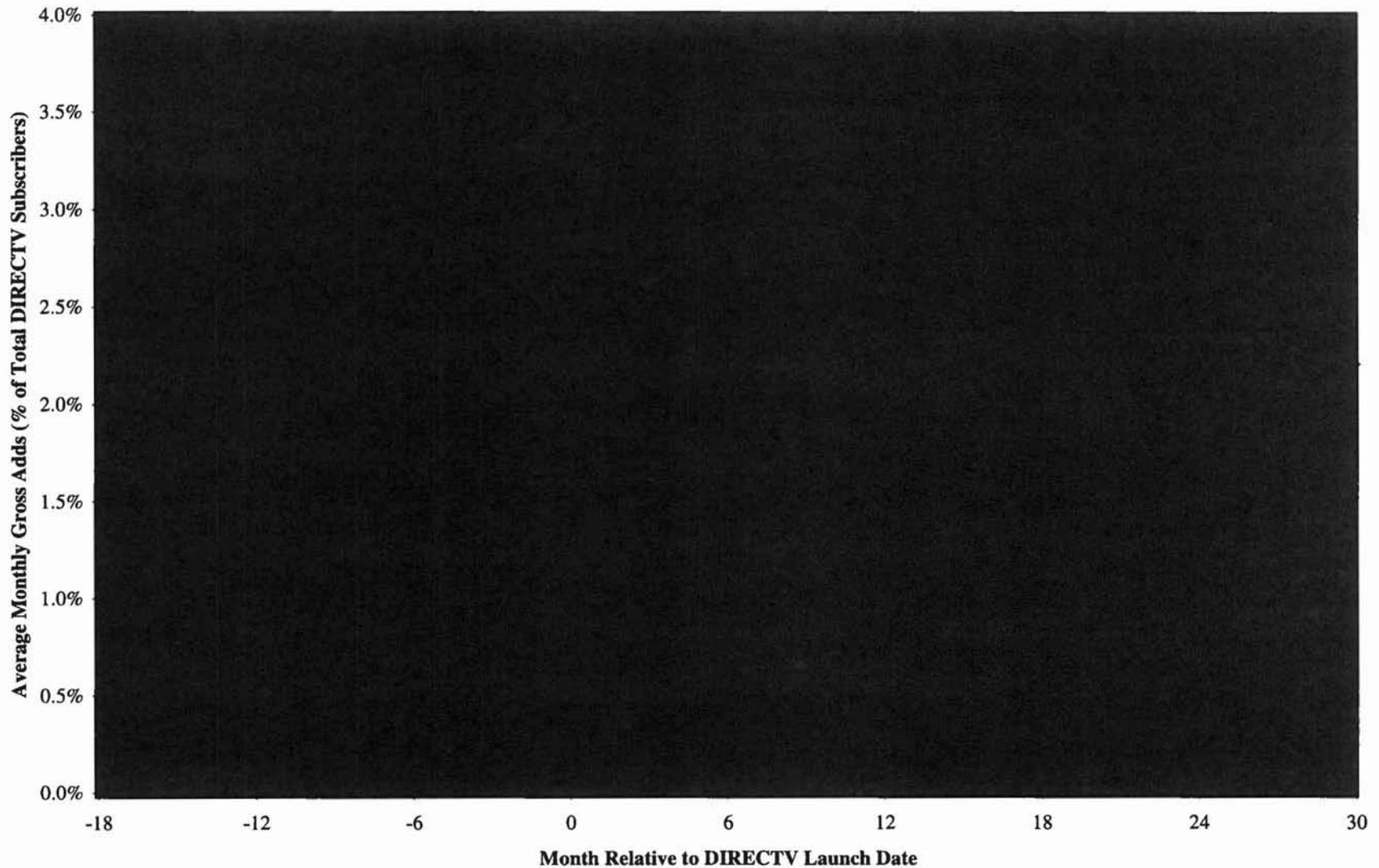
Average Disconnects Before and After DIRECTV Launched Satellite Local-Into-Local Service



Notes: Data includes 52 DMAs where DIRECTV launched Local-Into-Local via satellite between January 2003 and March 2006 and EchoStar launched Local-Into-Local via satellite at least 6 months earlier. Dashed line reflects 12-month trailing moving average.

Exhibit 2(c)

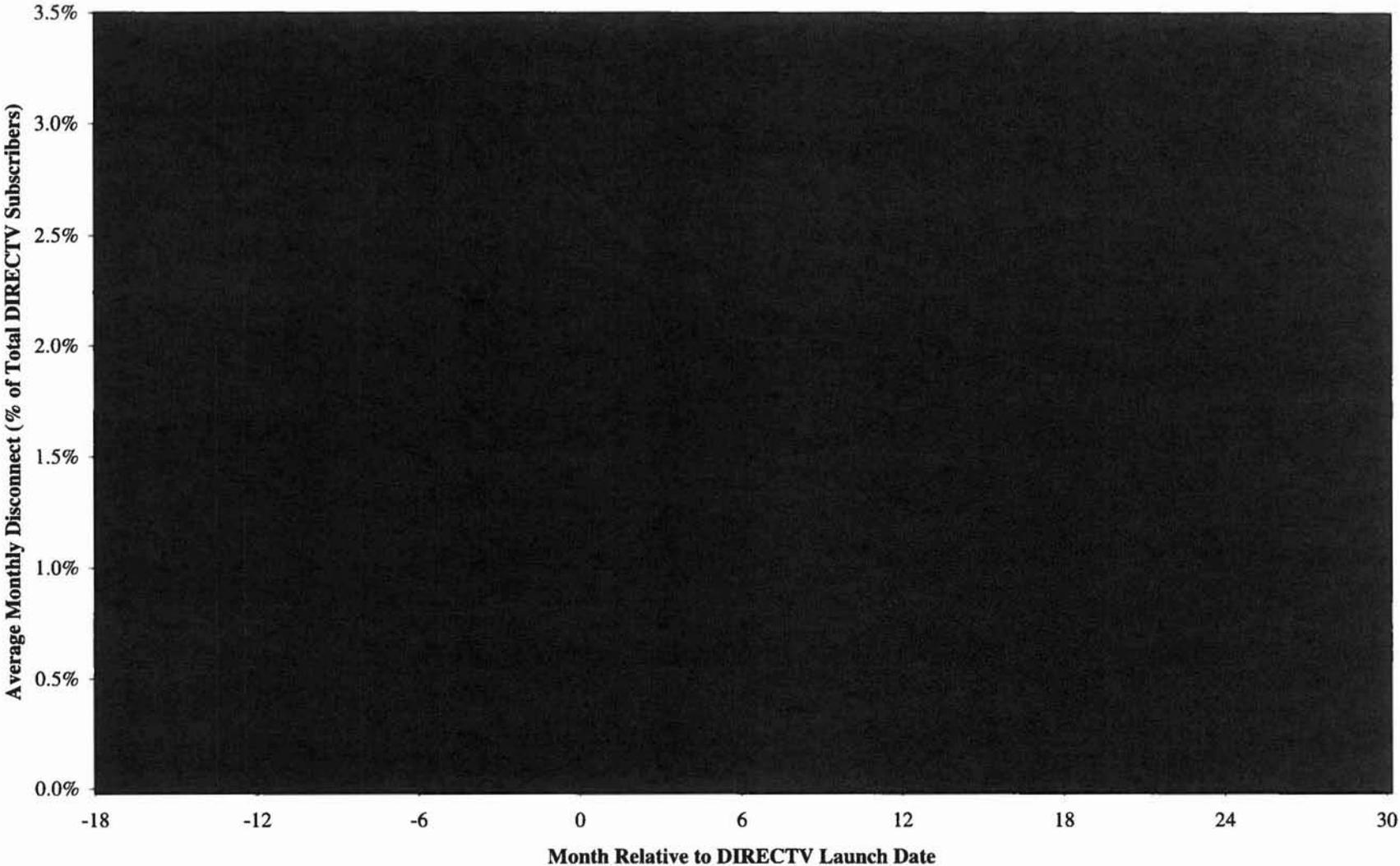
Average Gross Adds Before and After DIRECTV Launched Satellite Local-Into-Local Service



Notes: Data includes 52 DMAs where DIRECTV launched Local-Into-Local via satellite between January 2003 and March 2006 and EchoStar launched Local-Into-Local via satellite at least 6 months earlier.

Exhibit 2(d)

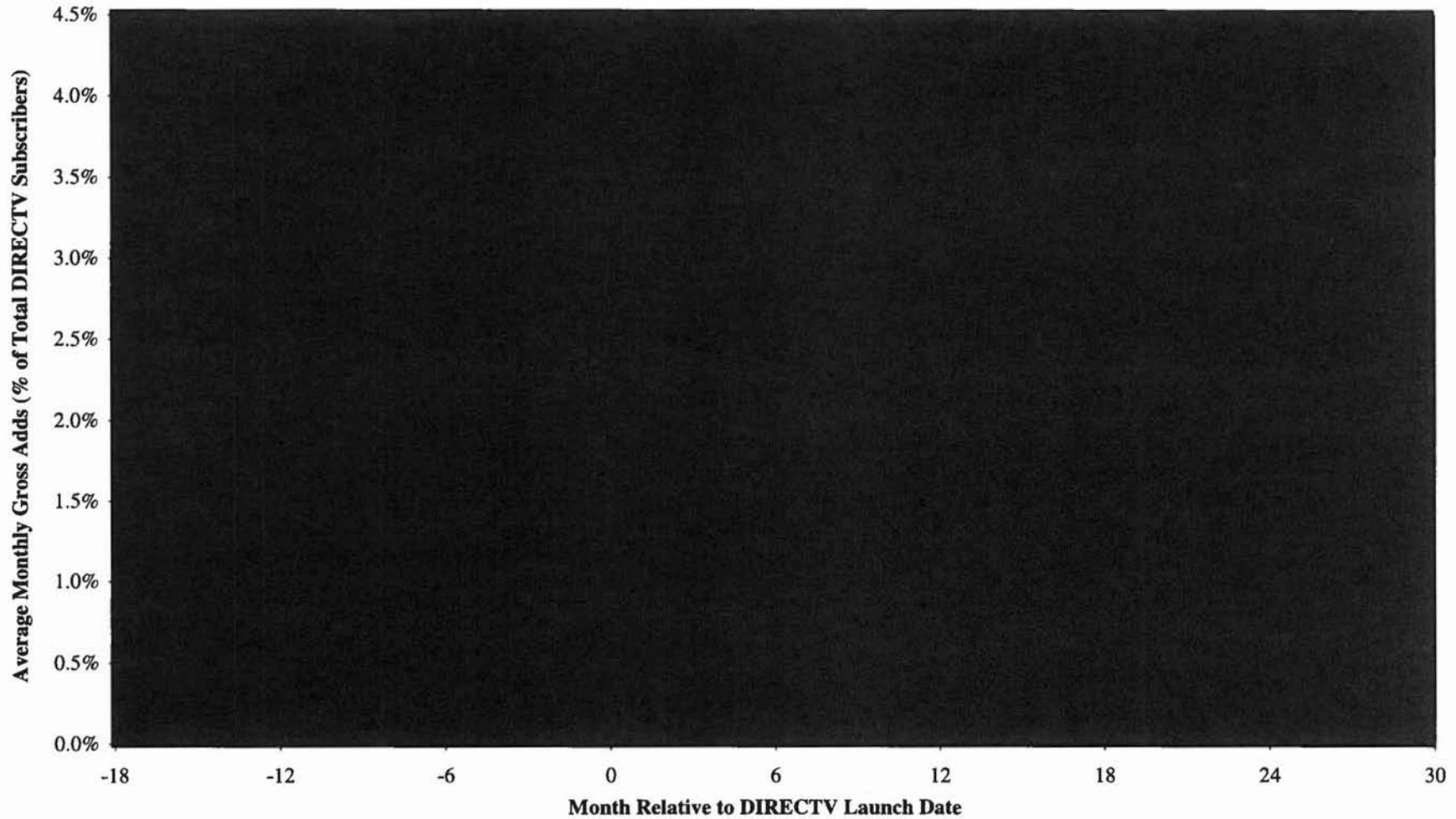
Average Disconnects Before and After DIRECTV Launched Satellite Local-Into-Local Service



Notes: Data includes 52 DMAs where DIRECTV launched Local-Into-Local via satellite between January 2003 and March 2006 and EchoStar launched Local-Into-Local via satellite at least 6 months earlier.

Exhibit 3(a)

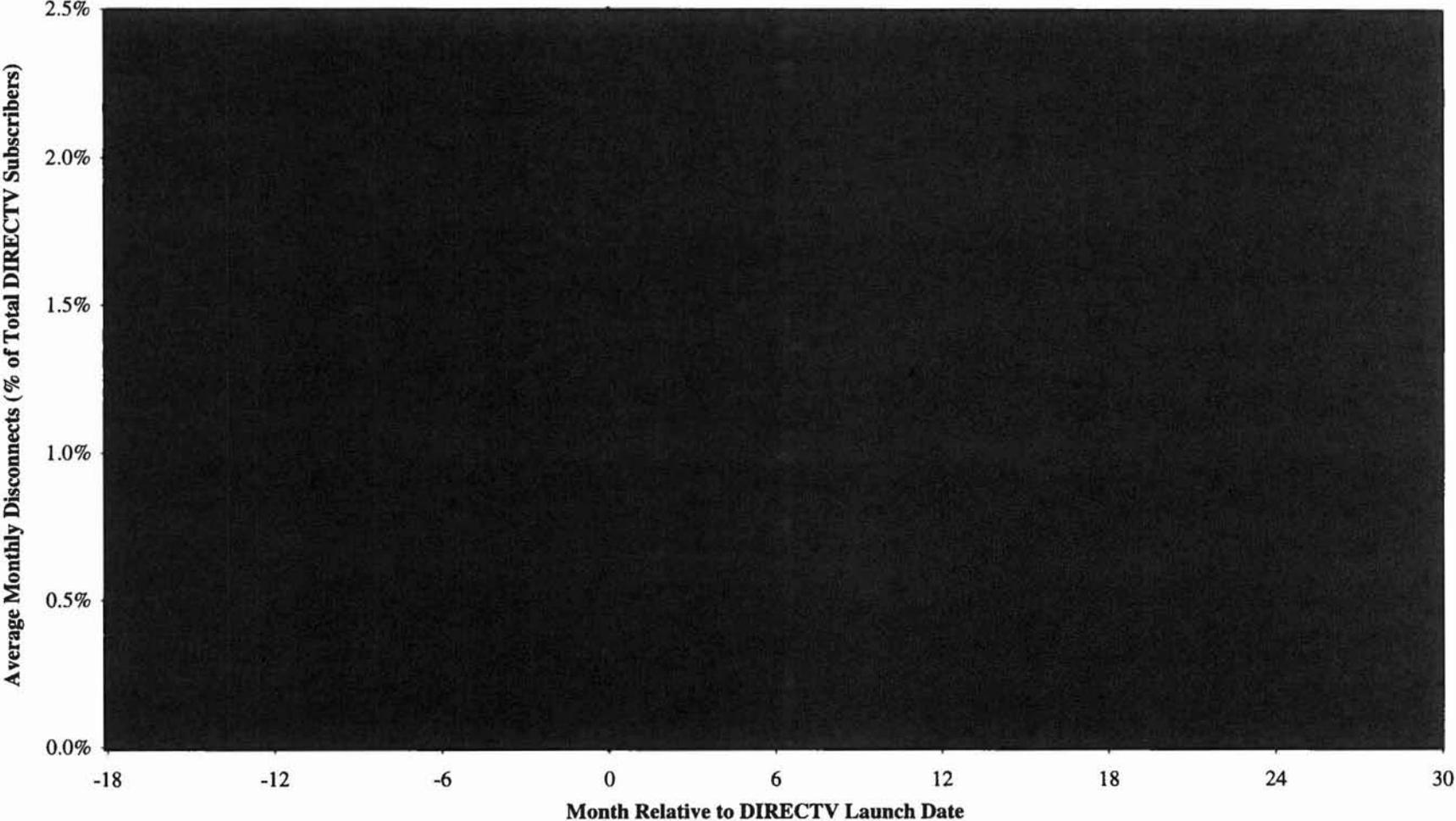
Average Gross Adds Before and After DIRECTV Launched Satellite Local-Into-Local Service



Notes: Data includes 12 DMAs where DIRECTV launched Local-Into-Local via satellite between January 2003 and March 2006 and at least 6 months earlier than EchoStar launched the service. Dashed line reflects 12-month trailing moving average.

Exhibit 3(b)

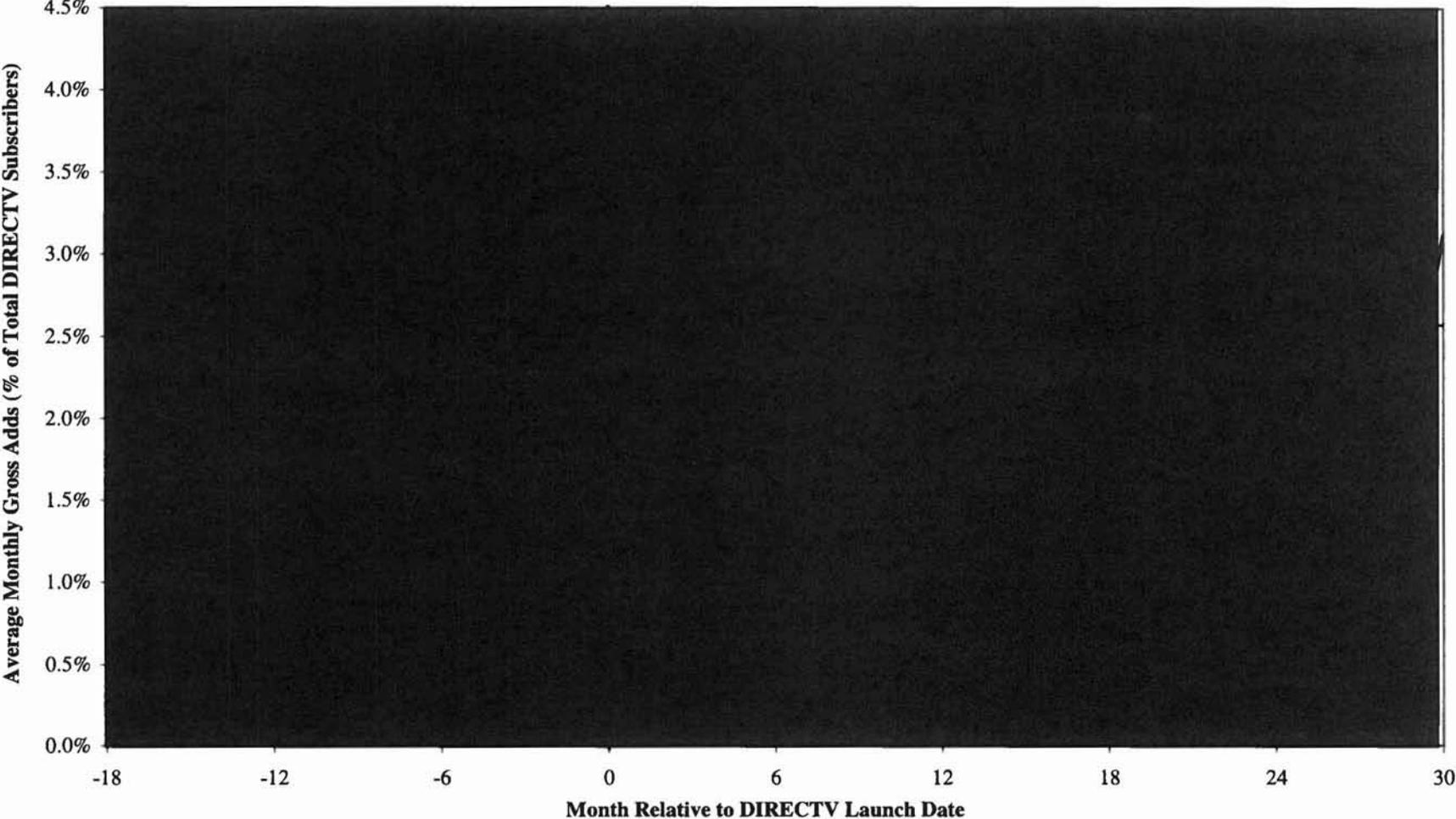
Average Disconnects Before and After DIRECTV Launched Satellite Local-Into-Local Service



Notes: Data includes 12 DMAs where DIRECTV launched Local-Into-Local via satellite between January 2003 and March 2006 and at least 6 months earlier than EchoStar launched the service. Dashed line reflects 12-month trailing moving average.

Exhibit 3(c)

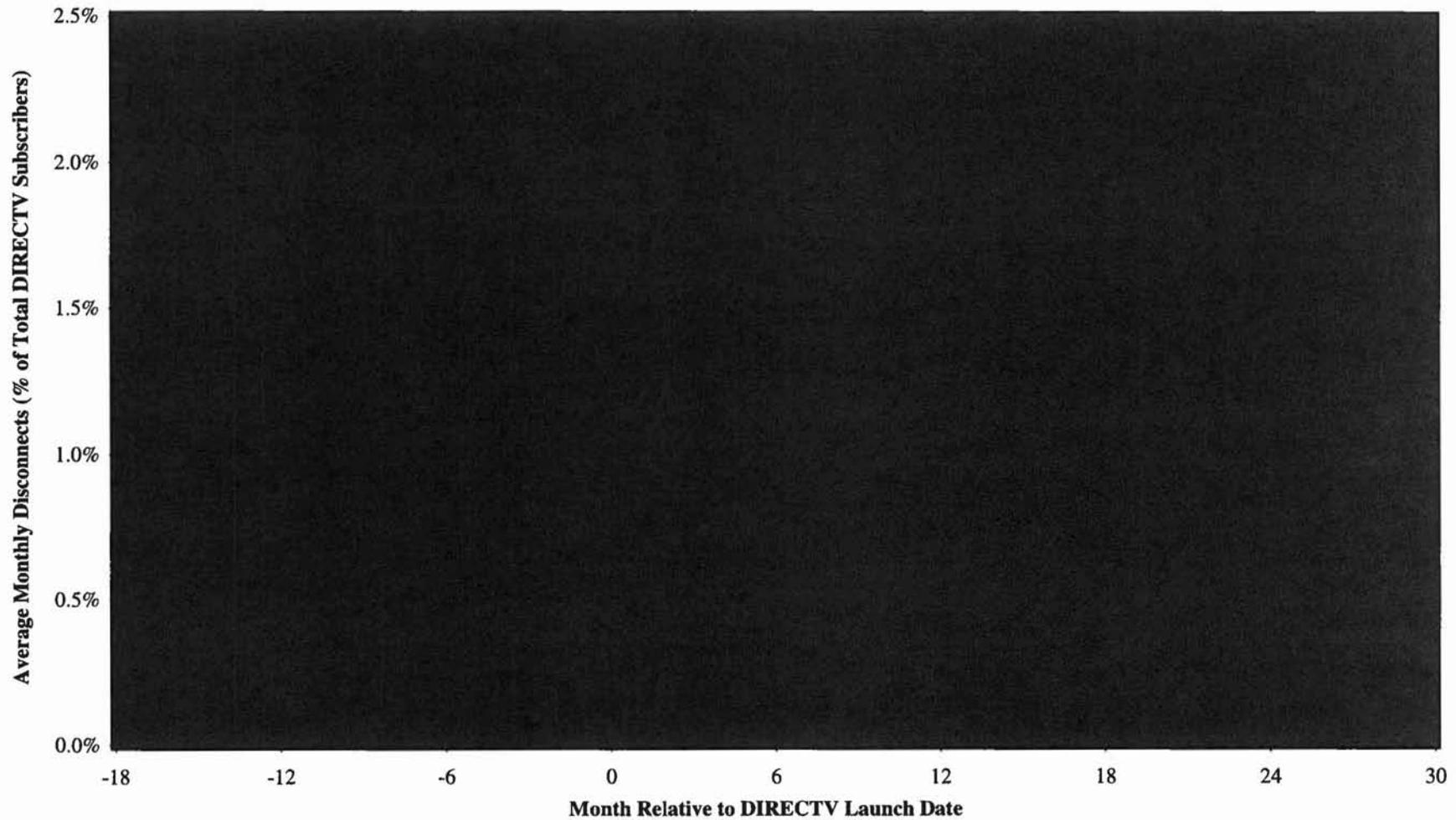
Average Gross Adds Before and After DIRECTV Launched Satellite Local-Into-Local Service



Notes: Data includes 12 DMAs where DIRECTV launched Local-Into-Local via satellite between January 2003 and March 2006 and at least 6 months earlier than EchoStar launched the service.

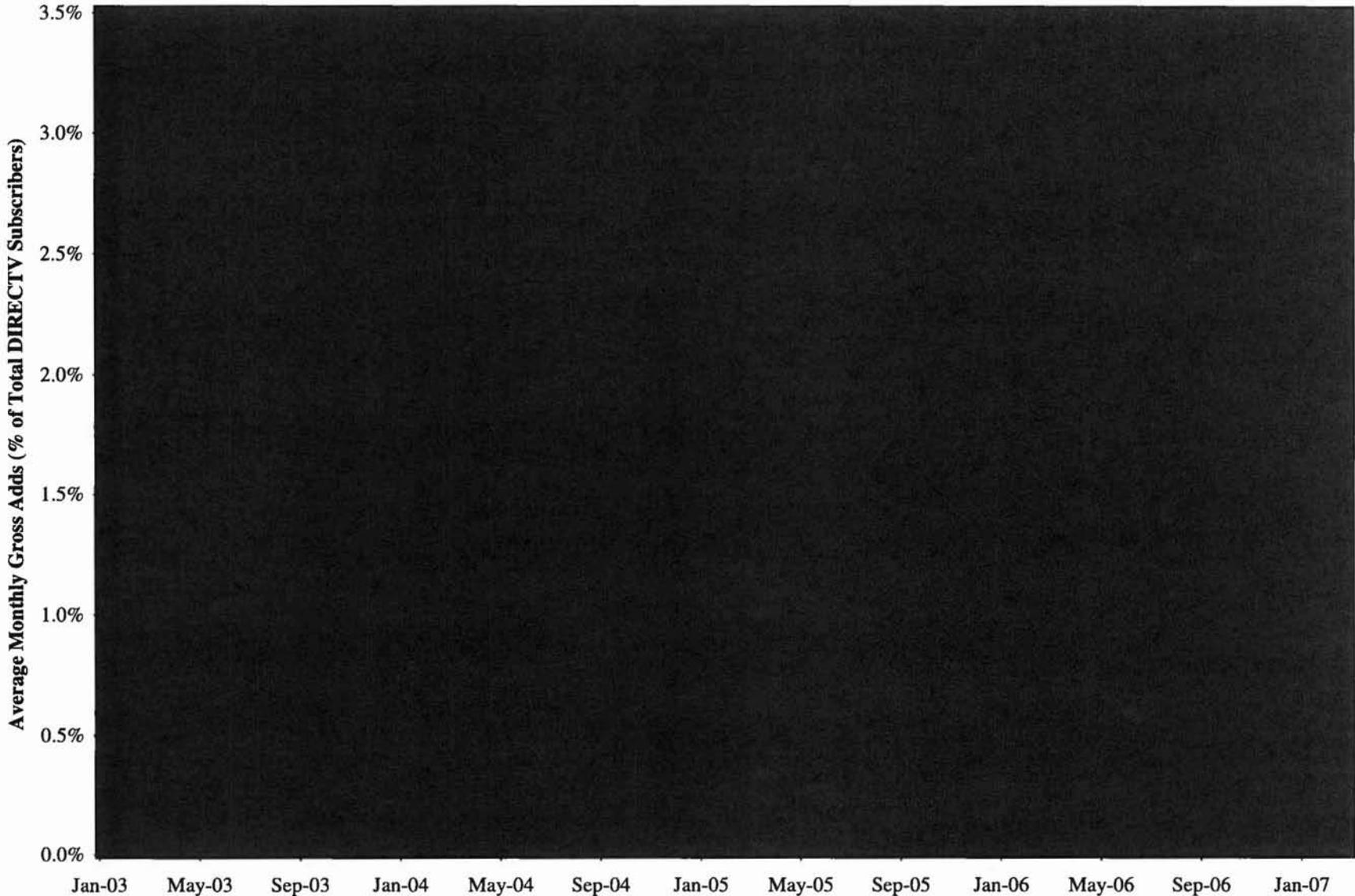
Exhibit 3(d)

Average Disconnects Before and After DIRECTV Launched Satellite Local-Into-Local Service



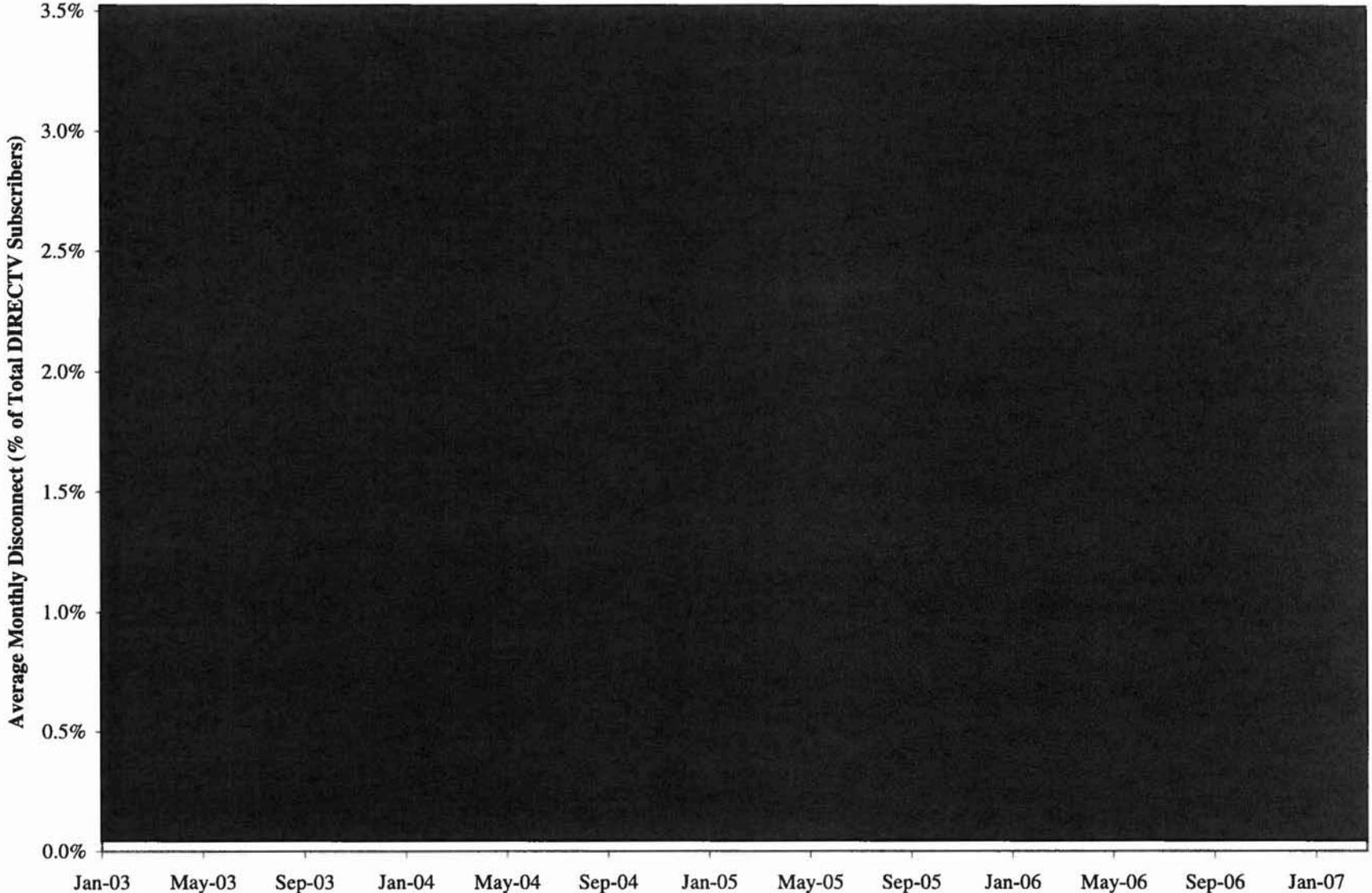
Notes: Data includes 12 DMAs where DIRECTV launched Local-Into-Local via satellite between January 2003 and March 2006 and at least 6 months earlier than EchoStar launched the service.

Exhibit 4(a) DIRECTV Average Gross Adds for All 210 DMAs



Note: Dashed line reflects 12-month trailing moving average.

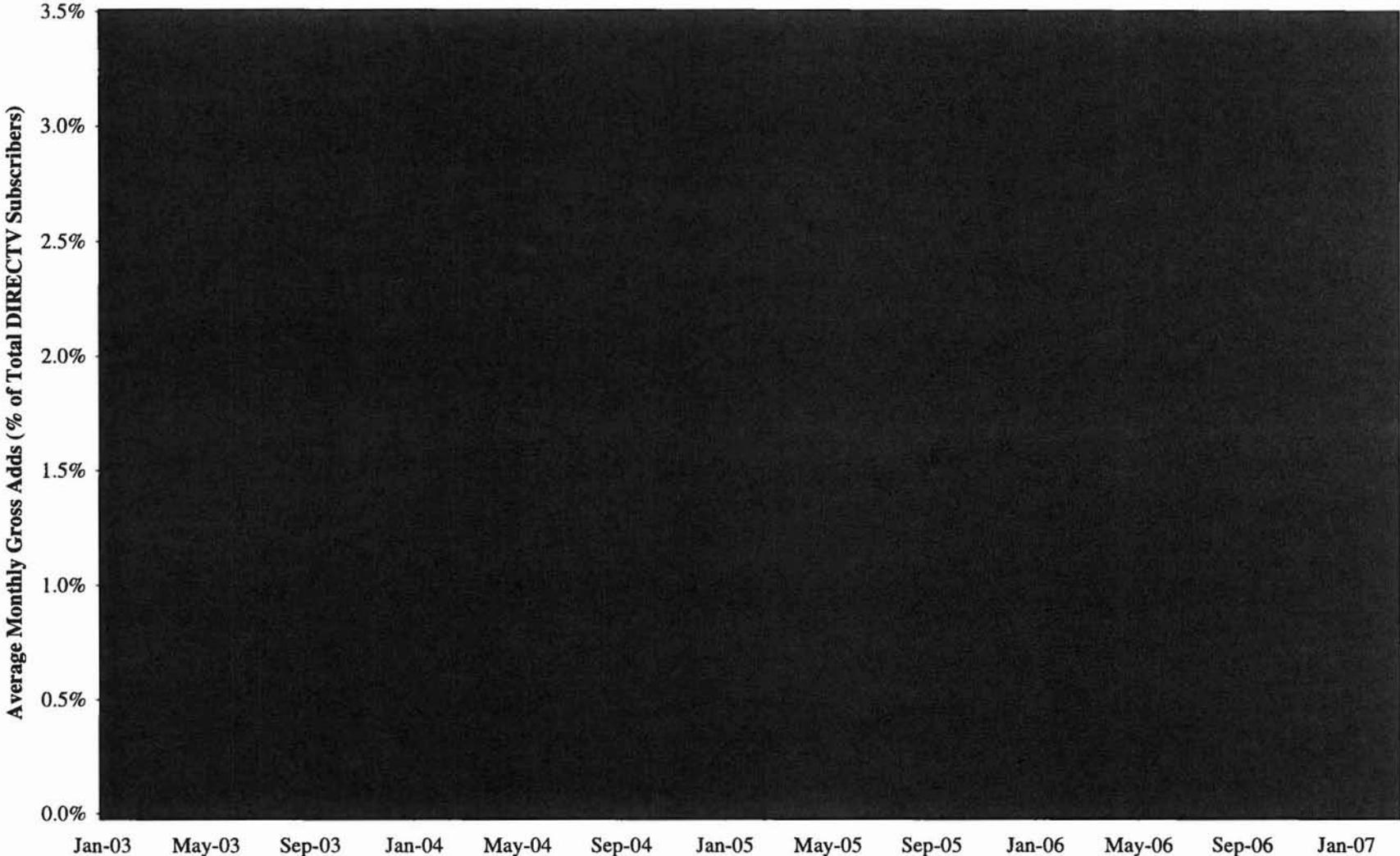
Exhibit 4(b) DIRECTV Average Disconnects for All 210 DMAs



Notes: Dashed line reflects 12-month trailing moving average.

Exhibit 5(a)

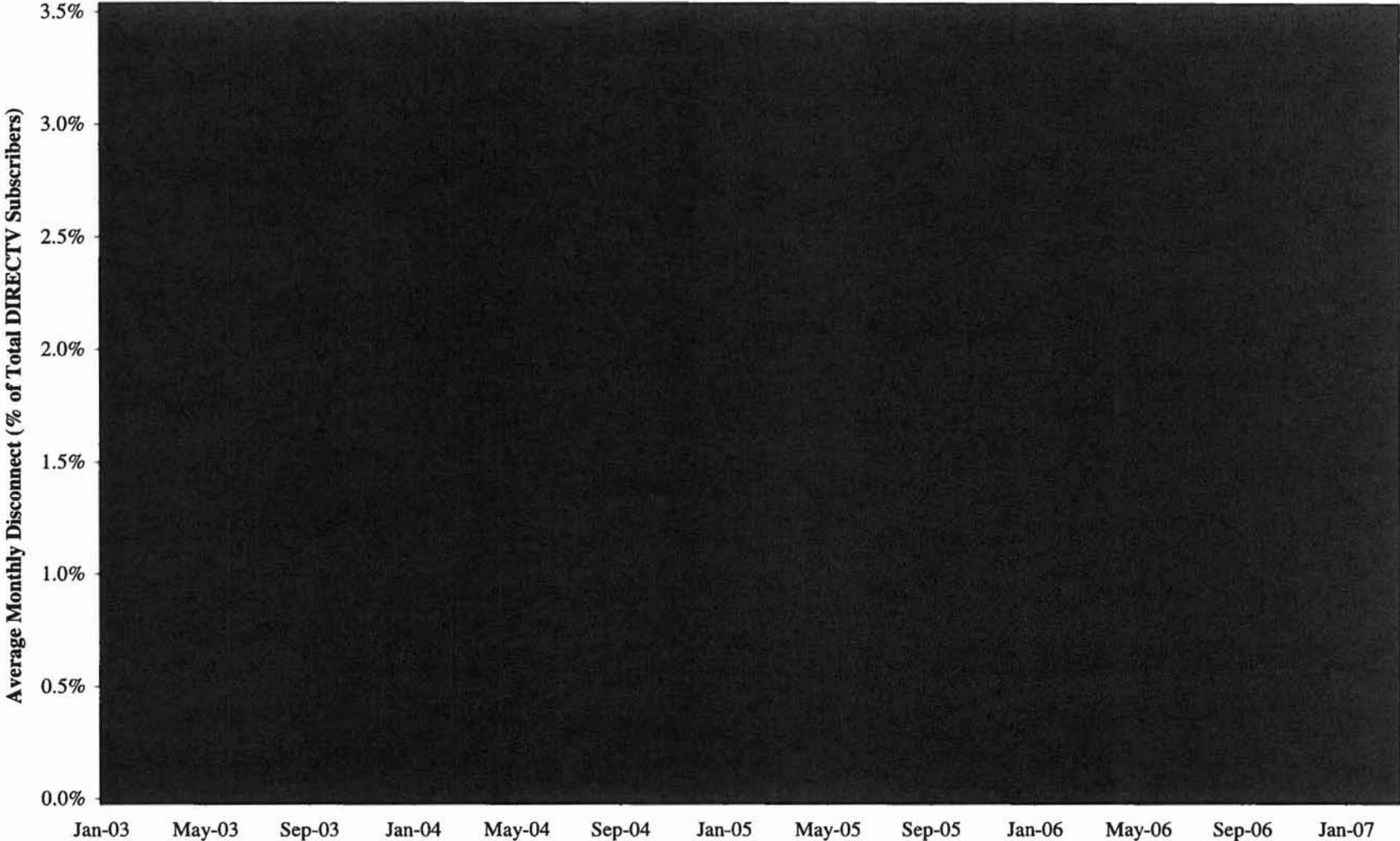
DIRECTV Gross Adds for 29 DMAs Where DIRECTV Does Not Provide Satellite Local-Into-Local Service and EchoStar Provides the Service



Notes: Data includes 29 DMAs where DIRECTV does not provide Local-Into-Local via satellite and EchoStar provides the service. Dashed line reflects 12-month trailing moving average.

Exhibit 5(b)

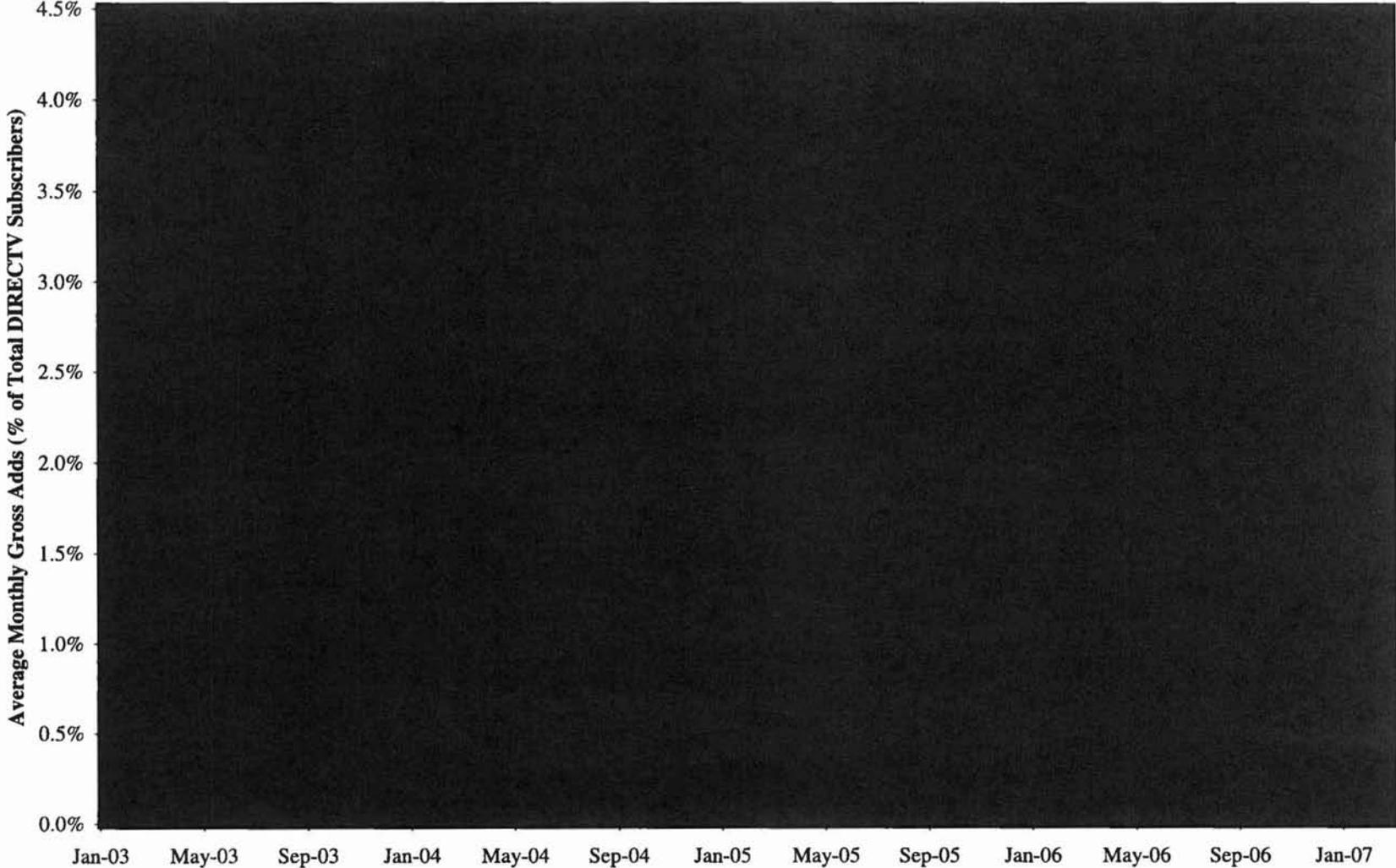
DIRECTV Disconnects for 29 DMAs Where DIRECTV Does Not Provide Satellite Local-Into-Local Service and EchoStar Provides the Service



Notes: Data includes 29 DMAs where DIRECTV does not provide Local-Into-Local via satellite and EchoStar provides the service. Dashed line reflects 12-month trailing moving average.

Exhibit 5(c)

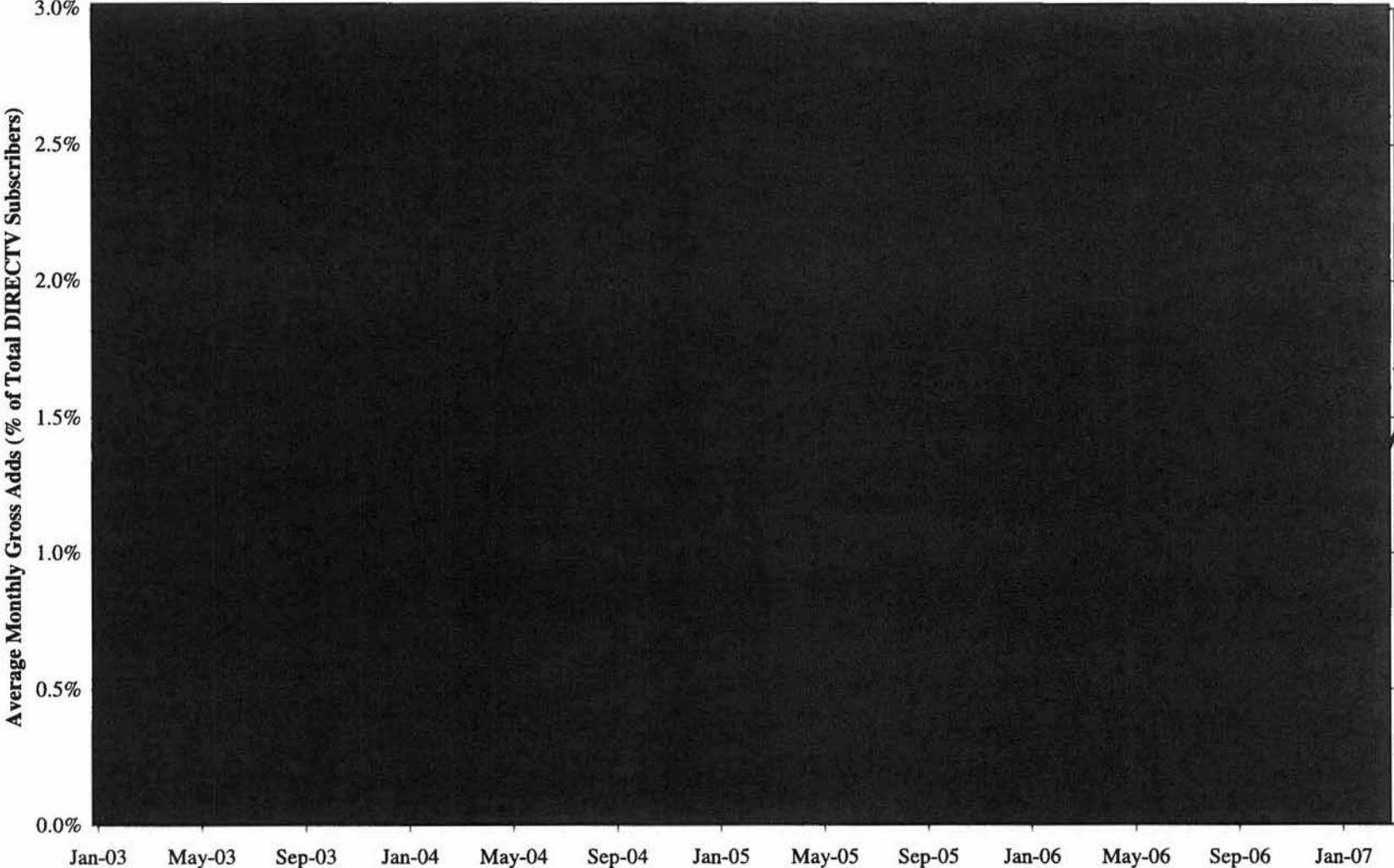
**DIRECTV Gross Adds for 31 DMAs Where EchoStar Does Not Provide
Satellite Local-Into-Local Service**



Note: Dashed line reflects 12-month trailing moving average.

Exhibit 5(d)

DIRECTV Disconnects for 31 DMAs Where EchoStar Does Not Provide Satellite Local-Into-Local Service



Note: Dashed line reflects 12-month trailing moving average.

Exhibit 6(a)

Effect of Satellite LIL on Growth in DIRECTV Subscribers 29 DMAs where EchoStar Provides Satellite LIL

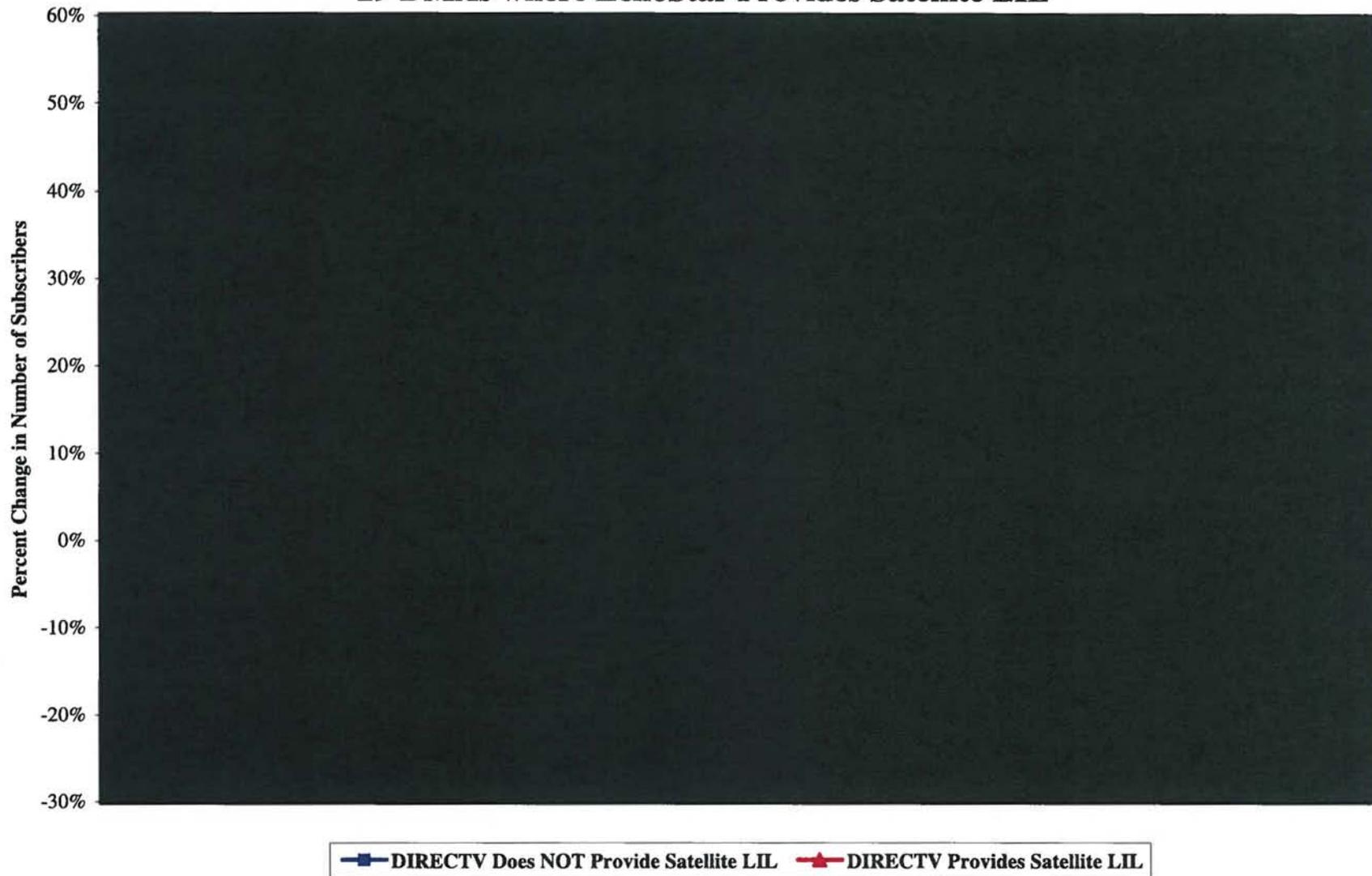


Exhibit 6(b)

**Effect of Satellite LIL on Growth in DIRECTV Subscribers
31 DMAs Where EchoStar Does Not Provide Satellite LIL**

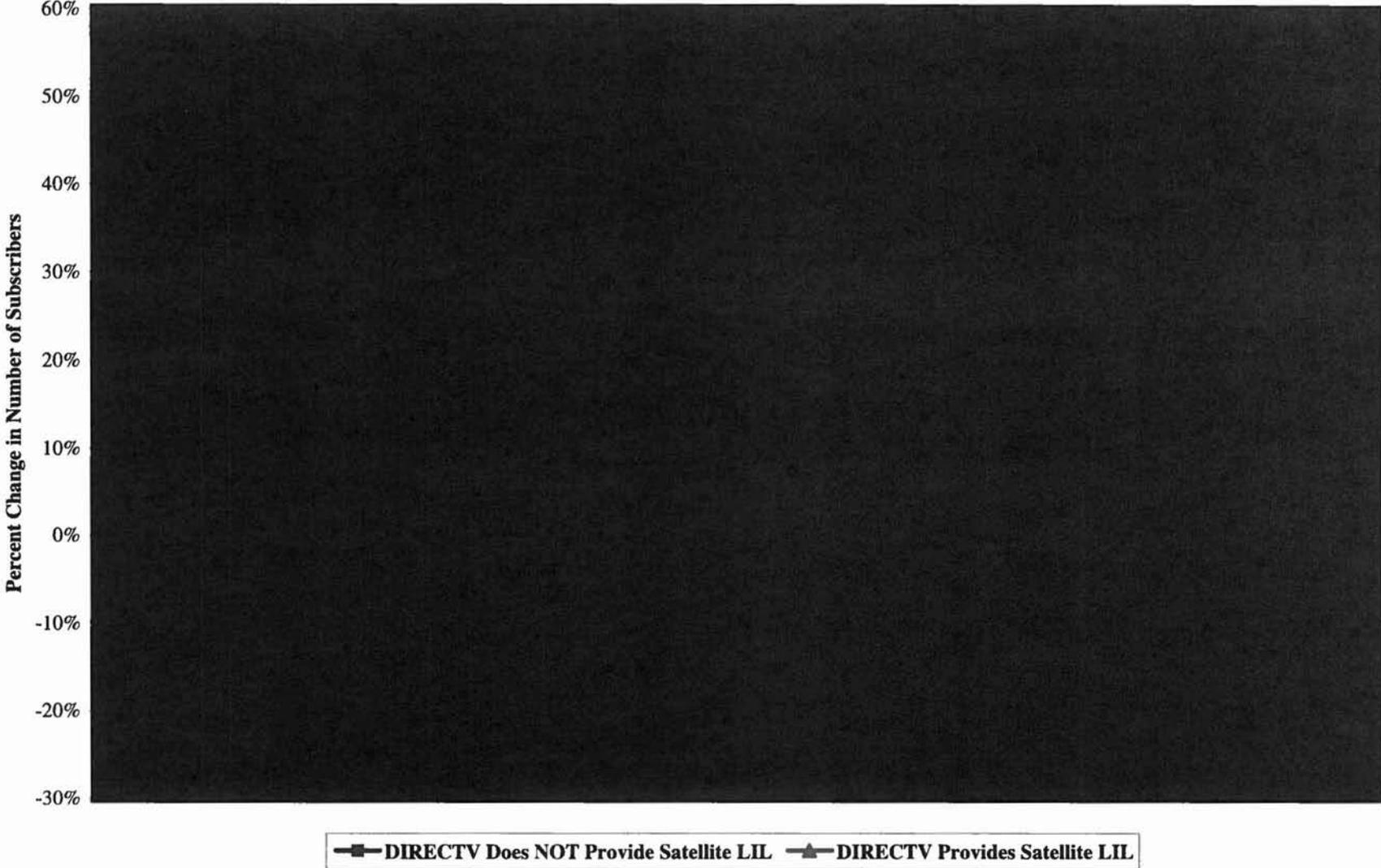


Exhibit 7

Sensitivity Analysis of Market Impact Estimates: Probability Distribution of Profitability of Satellite LIL in Remaining 60 DMAs

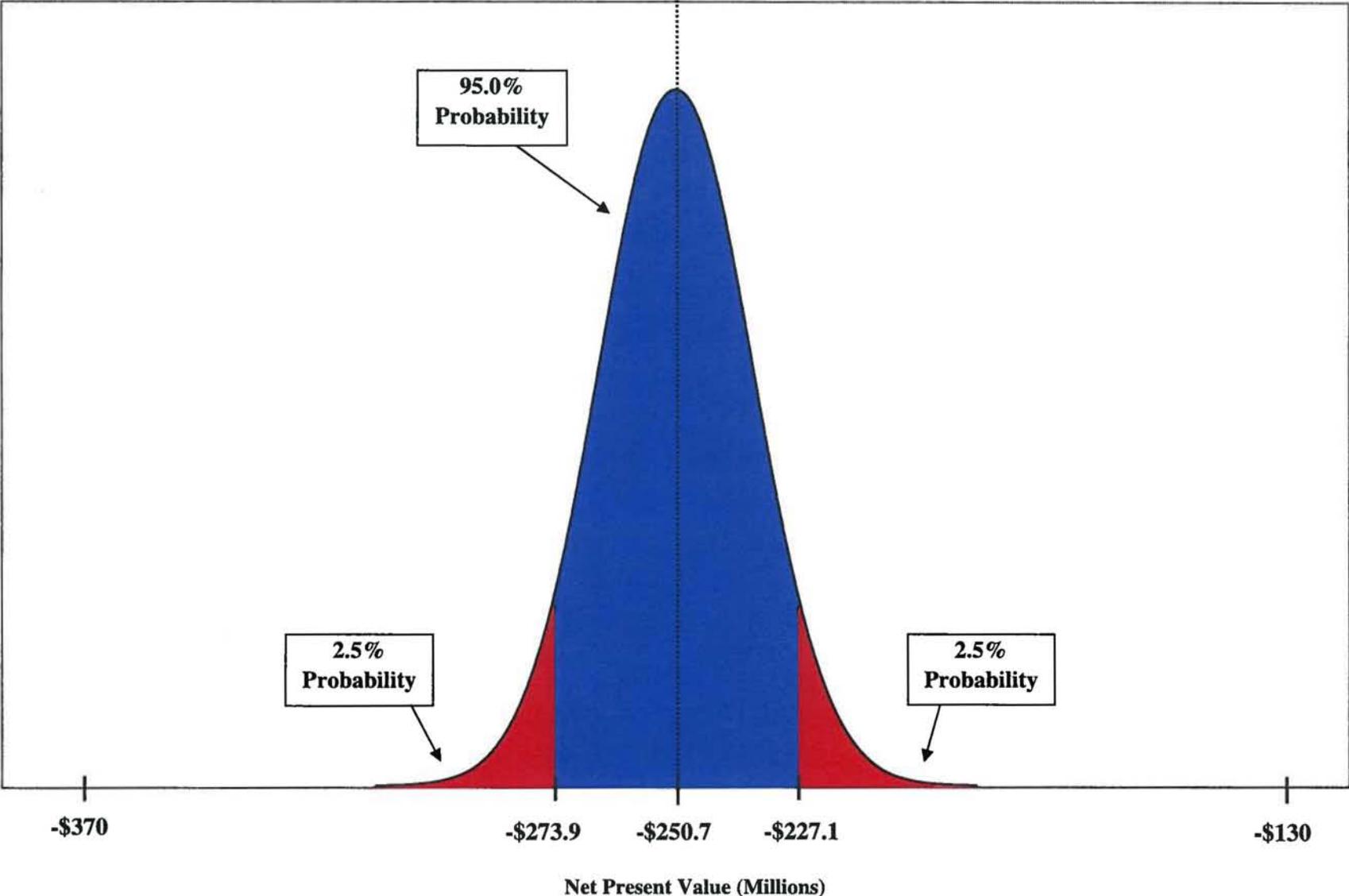


Exhibit 8

Sensitivity Analysis of the Effect of EchoStar Provision of Satellite LIL

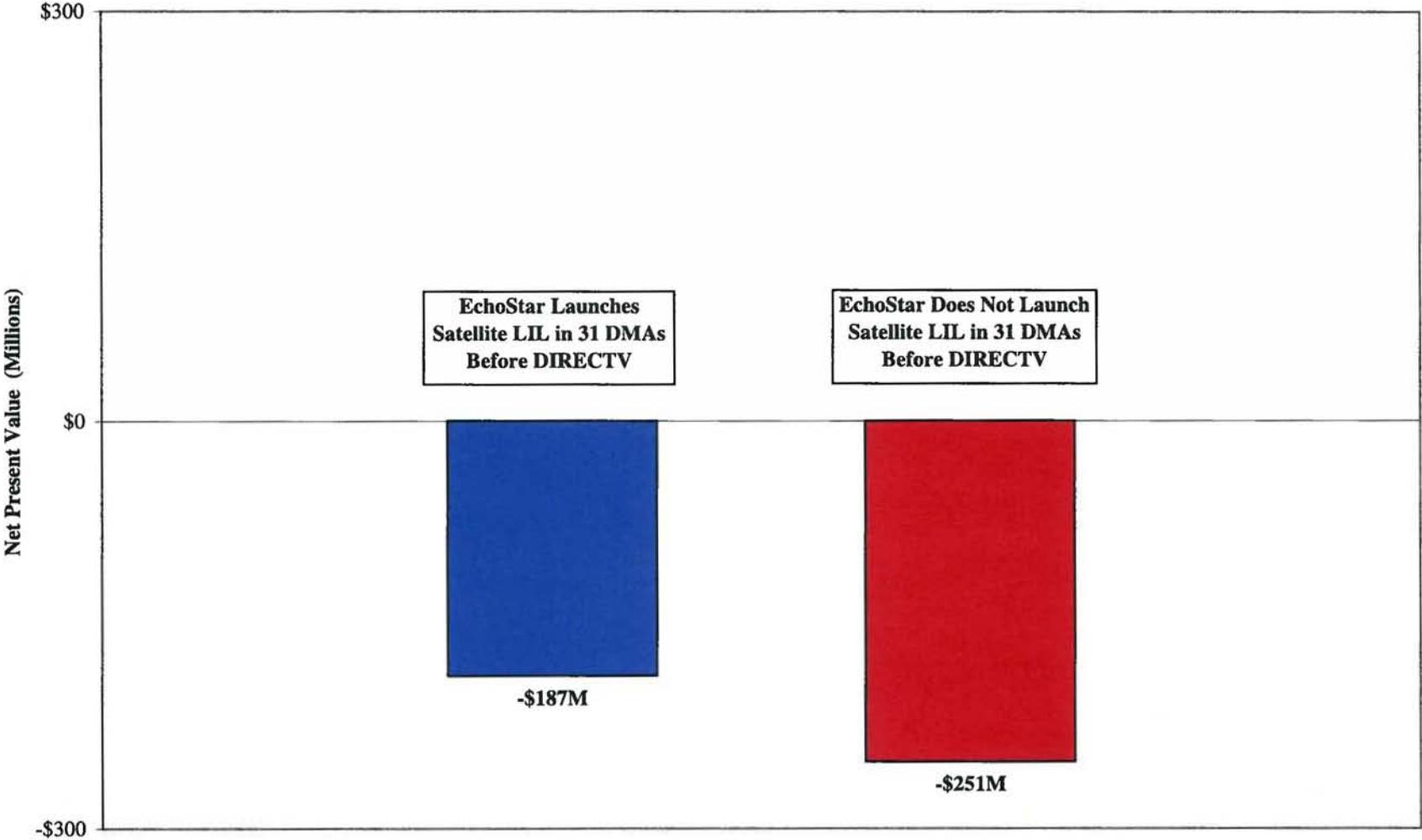


Exhibit 9

Sensitivity Analysis of the Effect of the Discount Rate on the Profitability of Offering Satellite LIL in Remaining 60 DMAs

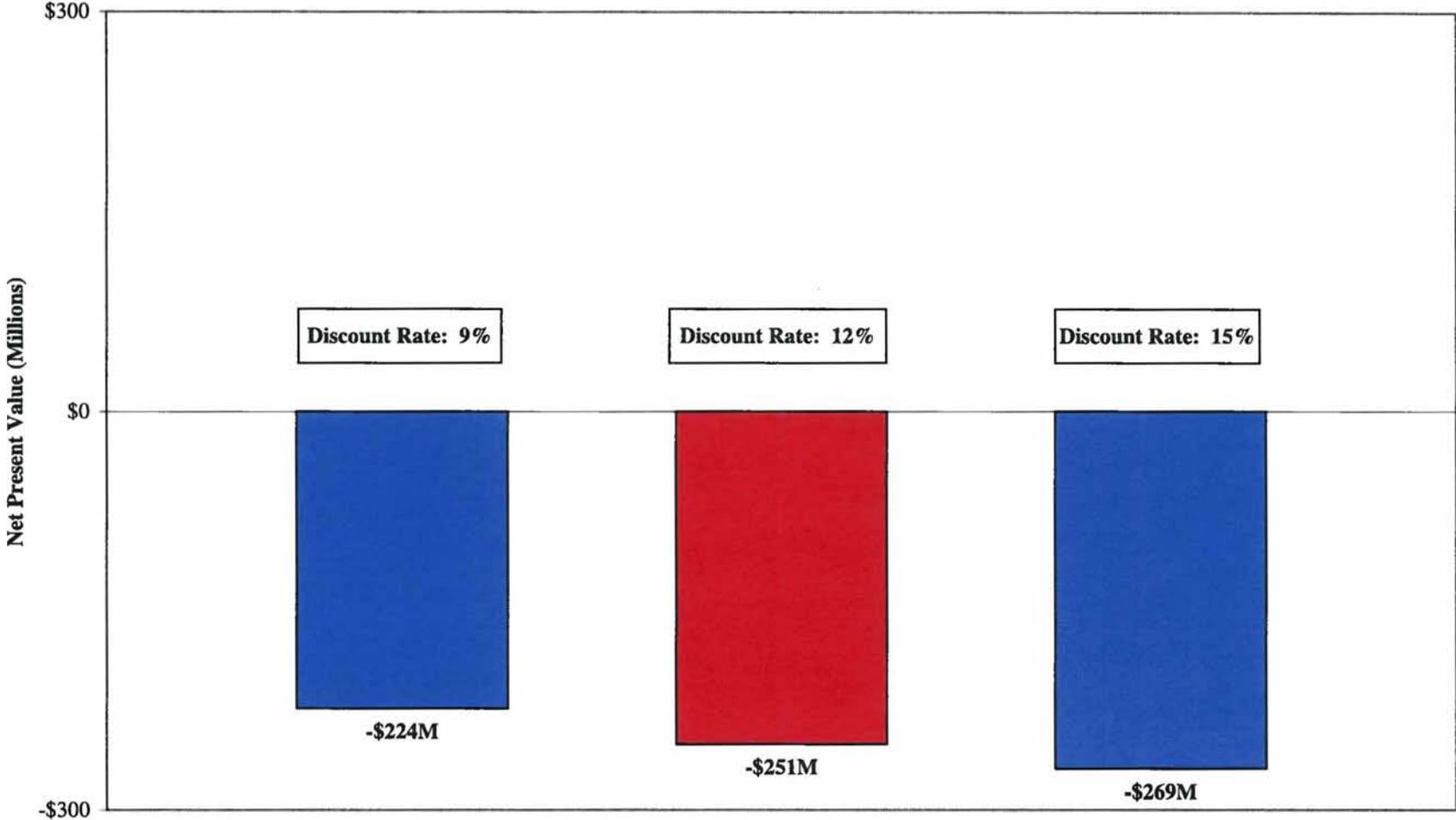


Exhibit 10

Sensitivity Analysis: Permutations of Alternative Financial Assumptions

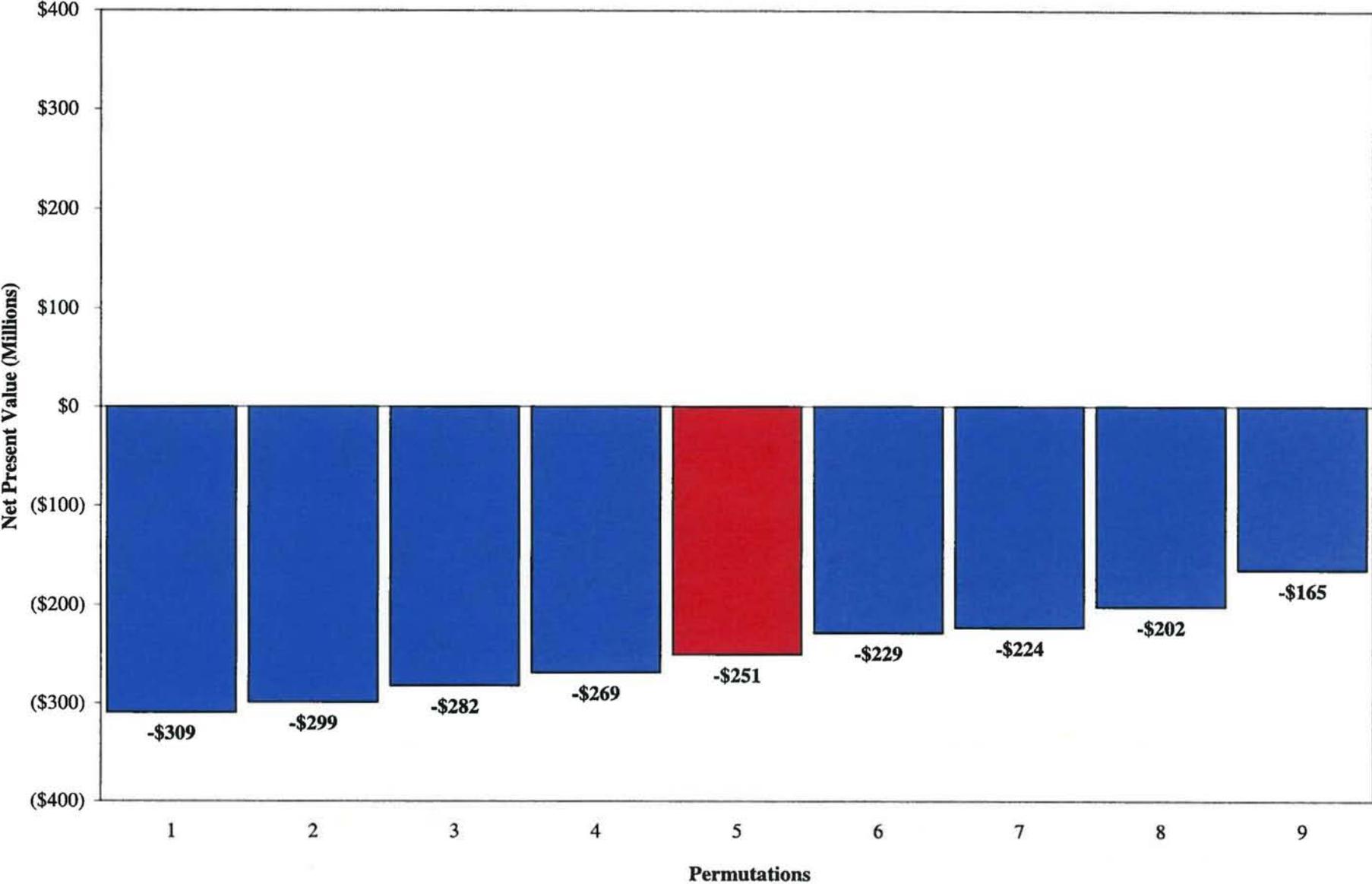
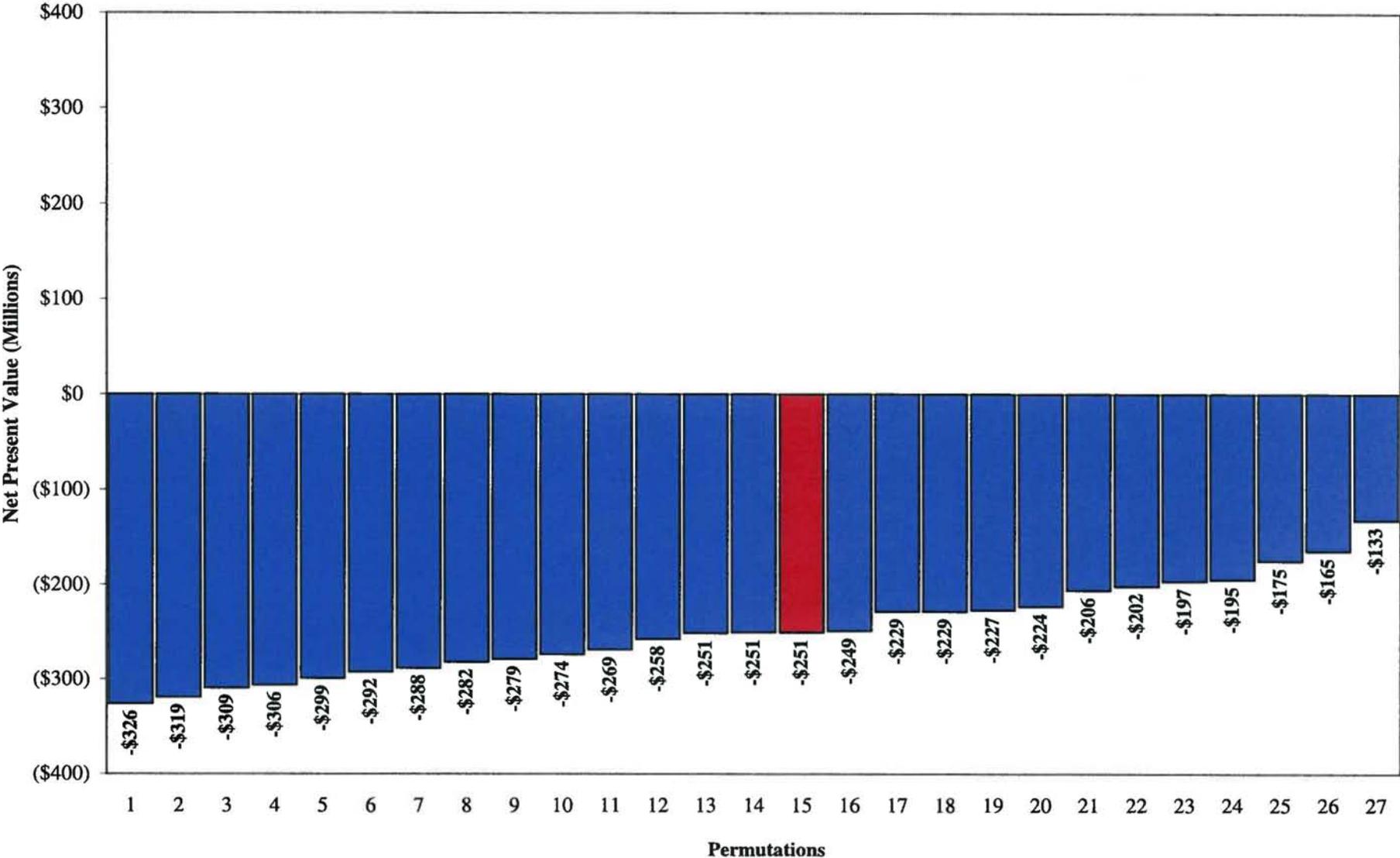


Exhibit 11

Sensitivity Analysis: Permutations of Alternative Financial and Market Assumptions



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Appendix A:

Curriculum Vitae of the Authors



Benjamin Klein, Director, LECG

2049 Century Park East, Suite 2300
Los Angeles, California 90067
Tel. (310) 556-0709
Fax (310) 556-0766
E-mail: bklein@lecg.com

Benjamin Klein is an internationally recognized expert on antitrust economics, intellectual property, industrial organization, and damages. He has published widely on these issues and, over the past 25 years, has made numerous presentations to state, federal and foreign regulatory agencies and courts. A professor of economics at UCLA since 1968, he has taught at the Economics Institute for Federal Judges and has served as a consultant to the US Federal Trade Commission and the Antitrust Division of the US Department of Justice. Professor Klein currently serves on the board of editors of five academic journals, including the *Supreme Court Economic Review* and the *Antitrust Law Journal*.

PERSONAL

Born 1943 in New York, NY; married, three children.

EDUCATION

PhD, Economics, 1970, University of Chicago
MA, Economics, 1967, University of Chicago
BA, *cum laude*, Philosophy, 1964, Brooklyn College, City University of New York

EMPLOYMENT

Director, LECG, 2004 to present.

Professor of Economics, University of California, Los Angeles, 1968 to present.
(Assistant Professor, 1968–73; Associate Professor, 1973–78;
Full Professor, 1978–2002; Professor Emeritus, 2002 to present.)

Additional Current Positions:

Consultant, Federal Trade Commission, 2001 to present.

Member, ABA Intellectual Property Section, Committee on Antitrust Matters, 1996 to present.



Member, Executive Committee, Antitrust & Trade Regulation Section, Los Angeles County Bar Association, 2000 to present.

Member, Board of Editors:

Journal of Law, Economics & Organization, 1985 to present

Supreme Court Economic Review, 1992 to present

Journal of the Economics of Business, 1992 to present

Managerial and Decision Economics, 1994 to present

Antitrust Law Journal (contributing editor), 1997 to present

Past Positions:

President, Economic Analysis LLC, 1980–2004.

Member, Board of Editors, *Journal of Corporate Finance*, 1993–2001.

Member, Board of Directors, Center for Research on Contracts and the Structure of Enterprise, University of Pittsburgh, 1991–2000.

Director, Business and Administration Interdepartmental Program, University of California, Los Angeles, 1996–99.

Member, Advisory Board of the *New Palgrave Dictionary of Economics and the Law*, 1995–98.

Member, Board of Directors, Pilgrim Group of Mutual Funds, 1985–94.

Member, Executive Committee, College of Letters and Sciences, University of California, Los Angeles, 1992–94, 1996–98.

Director, Business Economics Program, Department of Economics, University of California, Los Angeles, 1996–97 (Assistant Director, 1992–95).

Vice Chairman, Director of Graduate Studies, Department of Economics, University of California, Los Angeles, 1981–82, 1987–90.

Economics Director, Joint Degree Program in Law and Economics, University of California, Los Angeles, 1977–81.

Law and Economics Fellow, University of Chicago Law School, 1975–76, 1979.

Visiting Professor, University of Washington, 1979.

Research Associate, National Bureau of Economic Research, 1976–77.

LECG

Faculty Research Fellow, National Bureau of Economic Research, New York, 1971-72.

Economist, Executive Office of the President, Bureau of the Budget, Washington, DC, Summer, 1966.

AREAS OF SPECIALIZATION

Industrial Organization and Regulation; Antitrust Policy; Economics of Contractual Arrangements; Pricing and Trade Practices; Intellectual Property; Economic and Financial Damage Analysis

HONORS AND AWARDS

Listed in the International Who's Who of Competition Lawyers and Economists, 2002 to present.

Listed in Who's Who in America, 1985 to present.

IBC, International Educator of the Year, 2003.

ISI Highly Cited Researchers, Economics/Business, 2002.

Principal Investigator, Sloan Foundation Grant, Workshop in the Economics of Contractual Arrangements, 1981-91.

Earhart Foundation Faculty Fellowship, 1982-90.

University of Miami Law and Economics Center Annual Prize for Distinguished Scholarship in Law and Economics, 1978-79.

General Electric Law and Economics Fellowship, University of Chicago Law School Antitrust Project, 1978-79.

Scaiffe Foundation Law and Economics Fellowship, University of Chicago Law School, 1975-76.

Warren C. Scoville Distinguished Teaching Award, University of California, Los Angeles, Department of Economics, 1974, 1975.

Western Economic Association Annual Award for Best Article in *Economic Inquiry*, Journal of the Western Economic Association, 1975.

National Bureau of Economic Research Postdoctoral Research Fellowship, 1971-72.



Ford Foundation Dissertation Year Fellowship, University of Chicago, 1967–68.

University Fellowship, University of Chicago, 1965-67.

PROFESSIONAL ACTIVITIES

Consultant:

Federal Trade Commission, 2001 to present

Department of Justice, Antitrust Division, 1994.

Federal Trade Commission, Bureau of Competition, 1983–86, 1988–89.

New Zealand Treasury, 1988.

Federal Trade Commission, Bureau of Consumer Protection, 1982–83.

Federal Trade Commission, evaluation of antitrust activity with regard to vertical distribution restrictions, 1976–80.

Various corporations and attorneys-at-law regarding antitrust, contracts and other commercial litigation, 1973 to present.

Board of Governors of the Federal Reserve System, 1973, 1975.

Selected Speeches and Invited Panels:

“Metered Price Discrimination and Market Power: The Antitrust Implications of *Independent Ink*,” Antitrust and Intellectual Property in Global Context: A Symposium in Celebration of the Work of Lawrence A. Sullivan, Southwestern Law School, February 2007.

“The Economics of Exclusive Dealing,” US Department of Justice and Federal Trade Commission Hearings Regarding Section 2 of the Sherman Act, Washington, DC, November 2006.

“The *Independent Ink* Decision: Proving Market Power in IP-Antitrust Cases After the *Ink Dries*,” USC School of Law Intellectual Property Institute, Los Angeles, CA, May 2006.

“The Future of the Payments Industry,” AEI-Brookings Joint Center, Washington, DC, February 2006.



“The Economics of Slotting Contracts,” European Commission, Brussels, Belgium, January 2006.

“The Economic Lessons of Fisher Body-General Motors,” National Bureau of Economic Research Conference on Organizational Economics, Boston, MA, November 2004.

“The Economics of Slotting Arrangements,” Annual Meeting of the International Society of New Institutional Economics, Tucson, AZ, October 2004.

“Applying Critical Loss Analysis,” UCLA Mergers and Acquisitions Antitrust Institute, Los Angeles, CA, February 2004.

“Fisher Body-General Motors Once Again: What Is A Holdup?,” International Society of New Institutional Economics, American Social Sciences Association, San Diego, CA, January 2004.

“Twenty Years of Raising Rivals’ Costs: Is There Support For Enforcement?,” George Mason Law Review Symposium, “Moving Antitrust Economics from Theory to Enforcement,” Washington, DC, January 2003.

“The Economics of Entertainment Industry Joint Ventures,” Tenth Annual Golden State Antitrust and Unfair Competition Law Institute, Antitrust and Unfair Competition Law Section of the State Bar of California, Los Angeles, CA, October 2002.

“Unilateral Refusals to License Intellectual Property,” Joint Hearings of the US Department of Justice and the Federal Trade Commission regarding Competition and Intellectual Property Law and Policy in the Knowledge-Based Economy, Washington, DC, May 2002.

“More About Microsoft,” L.A. County Bar Association, Antitrust Section, Los Angeles, CA, October 2001.

Empirical Industrial Organization Roundtable, Federal Trade Commission, Washington, DC, September 2001.

“Slotting Allowances and the Market for Exclusivity: Implications for Competition Policy,” ABA Section of Antitrust Law, Annual Spring Meeting, Washington, DC, March 2001.

“Microsoft: Where Do We Go From Here?” ABA Section of Antitrust Law, Annual Spring Meeting, Washington, DC, March 2001.

“Antitrust Issues and Challenges for Firms Doing Business in the High-Tech Arena,” Pillsbury, Madison & Sutro’s CLE program, San Diego, CA, November 1999.

LECG

"Antitrust and Microsoft," Claremont McKenna College Athenaeum, Claremont, CA, March 1999.

"United States v. Microsoft: The Antitrust Case," Los Angeles County Bar Association, Antitrust and Trade Regulation Section, Los Angeles, CA, November 1998.

"Joint Ventures: Efficiency-Enhancing Collaborations or Competition-Reducing Alliances? How Do We Draw the Line?" American Bar Association, Section of Antitrust Law, Post-Annual Leadership Meeting, August 1997.

"Kodak Meets the Facts: Trial of the Kodak Case," American Bar Association, Section of Antitrust Law, Annual Meeting, August 1996.

"Post-Chicago Economics: New Learning or Old Hat?" Los Angeles County Bar Association, May 1995.

"Intellectual Property and Antitrust," Antitrust and Trade Regulation Institute, Antitrust and Trade Regulation Law Section of the State Bar of California, October 1994.

"Competitive Implications of Franchise 'Encroachment' Protections," American Bar Association, Section of Antitrust Law, Annual Meeting, August 1994.

Lecturer:

Public Economics Institute for Federal Judges, George Mason University School of Law, Law and Economics Center, Tucson, Arizona, October 27–28, 1999.

Antitrust Economics Institute for Federal Judges, George Mason University School of Law, Law and Economics Center, Snoqualmie, Washington, June 12–18, 1999.

Antitrust and Trade Regulation Institute, Antitrust and Trade Regulation Law Section of the State Bar of California, "Intellectual Property and Antitrust," 1994.

Practising Law Institute, 29th Annual Advanced Antitrust Seminar: Mergers, Markets and Joint Ventures, 1989.

Practising Law Institute, 27th Annual Advanced Antitrust Seminar: Mergers, Markets and Joint Ventures, 1987.

Practising Law Institute, Distribution and Marketing: The New Antitrust Environment, 1986.

Economics Institute for Federal Judges, Law and Economics Center, University of Miami School of Law, 1979–81.

LECG

Institute for Contemporary Studies - University of California, Los Angeles Graduate School of Management annual economics workshop for practicing antitrust attorneys, 1977-83.

Economics Institute for Law Professors, Law and Economics Center, University of Miami School of Law, 1979.

University of California, Los Angeles, Graduate School of Management executive education program, 1981.

Referee:

For various economics and legal journals and for the National Science Foundation

Affiliations:

American Economic Association, Member, 1966 to present
American Law and Economics Association, Member, 1991 to present
American Bar Association, Associate Member, 1989 to present (Antitrust and Intellectual Property Sections)

TESTIMONY

In re High Pressure Laminates Antitrust Litigation, US District Court, Southern District of New York, Case No. 00-MD-1368 (CLB), Trial Testimony (May 17-18, 2006); Deposition Testimony (April 21, 2006); Rebuttal Expert Report (April 7, 2006); Deposition Testimony (April 21, 2005); Declaration (April 5, 2005); Damages Expert Report (January 14, 2005); Deposition Testimony (January 6-7, 2004); Expert Report (September 19, 2003).

First Data Corporation, et al. v. Visa U.S.A. Inc., US District Court, Northern District of California, San Francisco Division, Case No. C 02-1786-JSW, Deposition (July 26, 2005); Surrebuttal Report (June 30, 2005); Rebuttal Report (May 20, 2005); Expert Report (April 29, 2005).

In re Visa/MasterCard Antitrust Litigation, US District Court, Eastern District of New York, MDL No. 1575, Deposition Testimony (April 27-28, 2005); Declaration (October 22, 2004).

Wal-Mart, et al. v. Visa, et al., US District Court, Eastern District of New York, Civil Case No. CV-96-5238, Supplemental Declaration (December 13, 2002); Deposition Testimony (October 29, 2002); Supplemental Expert Report (September 23, 2002); Declaration (June 30, 2000); Declaration (June 5, 2000); Deposition Testimony (May 15-16, 2000); Rebuttal Expert Report (April 25, 2000); Expert Report (April 4, 2000).



Ticketmaster Corporation and Ticketmaster Online-Citysearch, Inc. v. Tickets.com, Inc., US District Court, Central District of California, Case No. 99-07654 HRH (VBKx), Deposition Testimony (December 11, 2002); Expert Report (November 8, 2002).

In re Vitamins Antitrust Litigation, US District Court, District of Columbia, M.D.L. No. 1285, Deposition Testimony (August 12–14, 2002); Rebuttal Expert Report (July 17, 2002); Expert Report (May 22, 2002).

Ronald Cleveland, et al. v. Viacom, Blockbuster, et al., US District Court, Western District of Texas, C.A. No. SA-99-CA-0783-EP, Deposition Testimony (June 5, 2002); Supplemental Expert Report (May 10, 2002); Deposition Testimony (October 29, 2001); Expert Report (October 18, 2001).

Attorney General for the State of Hawaii v. Chevron Corporation, et al., US District Court, District of Hawaii, Civil Case No. CV 98-00792 SPK, Deposition Testimony (May 17–18, 2001); Rebuttal Expert Report (April 19, 2001); Deposition Testimony (January 24–26, 2001); Expert Report (November 3, 2000).

Metro-Goldwyn-Mayer Studios, et al. v. RecordTV.com, et al., US District Court, Central District of California, Civil Case No. 00-06443 GAF (AIJx), Expert Report (March 2, 2001).

Arthur Simon and John Galley, III, et al. v. American Telephone & Telegraph Corp., Time Warner, Inc., MediaOne Group and ServiceCo L.L.C., US District Court, Central District of California, Western Division, Case No. 99-11641 (RCx), Deposition Testimony (December 21, 2000); Declaration (November 29, 2000).

Iain Fraser, et al. v. Major League Soccer L.L.C., US District Court, District of Massachusetts, Civil Case No. 97-10342 (GAO), Trial Testimony (November 27–29, 2000); Deposition Testimony (October 19–20, 1999); Supplemental Expert Report (August 19, 1999); Expert Report (August 14, 1999).

Coca-Cola Company, et al. v. Omni Pacific Company, et al., US District Court, Northern District of California, San Francisco Division, Case No. C-98-0784-SI, Deposition Testimony (June 27–28, 2000); Expert Report (June 19, 2000).

United States Senate Committee on the Judiciary, Stadium Financing and Franchise Relocation Act of 1999 (S.952) (June 22, 1999).

California CNG, Inc., et al. v. Southern California Gas Company, et al., US District Court, Central District of California, Civil Case No. 95 0281 JSL, Rebuttal Report (March 1, 1999).

Litton Systems, Inc. v. Ssangyong Cement Industrial Company, et al., US District Court, Northern District of California, Case No. C 89-3832-VRW, Deposition Testimony (October 23, 1998); Expert Report (September 4, 1998).

LECG

Union Carbide Corporation v. Montell N.V., et al., US District Court, Southern District of New York, Case No. 95 Civ 0134 (SAS), Trial Testimony (February 3, 1998); Rebuttal Expert Report (January 31, 1998); Deposition Testimony (January 12-14, 1998); Expert Report (December 10, 1997).

Aguilar v. Texaco, et al., Superior Court of the State of California for the County of San Diego, Case No. 00700810, Deposition Testimony (August 21, 1997).

In re Texaco Inc. Appeal of Order Dated September 5, 1996, United States Department of Interior, No. MMS-96-0424, MMS-96-0412 and MMS-97-0018, Affidavit (May 28, 1997 and March 12, 1997).

Trans Alaska Pipeline System and Exxon Company, USA v. Amerada Hess Pipeline Company, et al., United States Federal Energy Regulatory Commission (Docket Nos. OR89-2-007 et al., OR96-14-000), Affidavit, and In re Formal Complaint of Tesoro Alaska Petroleum Company against Amerada Hess Pipeline Corporation et al., Alaska Public Utilities Commission (Docket Nos. P-89-1 et al.) (March 14, 1997, February 12, 1997 and January 28, 1997) [Reply Affidavit].

In re Prudhoe Bay Unit Litigation, Superior Court of the State of Alaska, Third Judicial District at Anchorage, Case No. 3AN-95-8960 CI, Deposition Testimony (December 20, 1996); Rebuttal Expert Report (November 27, 1996).

Shell Petroleum Mining Company Limited and Todd Petroleum Mining Company Limited v. Kapuni Gas Contracts Limited and Natural Gas Corporation of New Zealand Limited, High Court of New Zealand, Auckland Registry, Direct Trial Testimony and Cross Examination, Auckland, New Zealand (June 26–27, 1996); Pre-filed Reply Testimony (May 11, 1996); Pre-filed Testimony (March 20, 1996); Affidavit (February 6, 1996).

Alaska Public Utilities Commission, in the Matter of the Application by Sadlerochit Pipeline Company for a Certificate of Public Convenience and Necessity, Direct Testimony and Cross Examination, Anchorage (June 21, 1996); Deposition Testimony (June 14, 1996); Pre-filed Testimony (June 4, 1996).

Alaska Oil and Gas Conservation Commission, Petitions by ARCO Alaska, Inc. and BP Exploration (Alaska) Inc., Direct Testimony and Cross Examination, Anchorage (April 10 and 13, 1996); Pre-filed Testimony (April 4, 1996).

Power New Zealand Limited v. Mercury Energy Limited and New Zealand Commerce Commission, High Court of New Zealand, Direct Trial Testimony and Cross Examination, Auckland, New Zealand (October 30-31, 1995); Pre-filed Testimony (October 2, 1995 and June 12, 1995).

Preciado v. Abbott Laboratories, Superior Court of the State of California, County of San Francisco, Judicial Council Coordination Proceeding Nos. 2969, 2971 and 2972, Deposition Testimony (May 10, 1995); Declaration (April 24, 1995).



International Business Machines Corporation v. Fasco Industries, Inc., US District Court for the Northern District of California, San Jose Division, Civil Case No. C-93-20326-RPA, Trial Testimony (April 5–6, 1995); Deposition Testimony (February 1, 1995 and January 26, 1995).

Municipalities of Seward, Kodiak and Cordova v. Exxon, Superior Court for the State of Alaska, Third Judicial District, Civil Case No. 3-AN-89-2533, Deposition Testimony (October 21–22, 1993).

Freeman McNeil, et al. v. National Football League, et al., Civil Action No. 4-90-476, and Reggie White, et al. v. National Football League, et al., Civil Action 4-92-906, US District Court, District of Minnesota, Fourth Division, Declaration (November 20, 1992 and November 3, 1992).

Art Buchwald, et al. v. Paramount Pictures Corporation, Superior Court of the State of California, County of Los Angeles, Civil No. C 706083, Trial Testimony (March 4, 1992); Declaration (February 24, 1992); Deposition Testimony (January 30, 1992).

United States of America v. Loew's Incorporated, et al. (United States District Court, Southern District of New York, 89 Civ. 6159 (WCC)), Affidavit (November 6, 1991).

Go–Video, Inc. v. Matsushita Electric Industrial Co., Ltd., et al., US District Court, District of Arizona, Civil Action No. 87-0987 PHX RCB, Trial Testimony (May 23-24, 1991); Deposition Testimony (October 29, 1990).

City of Long Beach and the State of California v. Chevron et al., US District Court, Central District of California, MDL Docket No. 150 WPG, Civil Action No. CV 75-2232-WPG, Deposition Testimony (February 21, 22 and 25, 1991).

Southern California Edison-San Diego Gas & Electric merger before the California Public Utilities Commission, Cross Examination (July 25, 1990); Rebuttal to Intervenor Testimony (May 1990); Rebuttal to DRA Testimony (March 1990).

Fisher & Paykel Ltd. application under Section 62 of the New Zealand Commerce Act 1986, Trial Testimony before the New Zealand High Court in proceedings brought by Simpson Appliance Ltd. and Email Ltd., Auckland, New Zealand (March 15–16, 1990); New Zealand Commerce Commission Hearing, Wellington, N.Z. (August 29–September 2, 1988).

Mobil Oil New Zealand and Her Majesty the Queen in Right of New Zealand, Arbitral Tribunal, Case ARB/87/2, International Centre for Settlement of Investment Disputes, Auckland, New Zealand (December 9, 1988); World Bank, Washington DC (November 9, 1988).

United States v. BNS Inc. (United States District Court for the Central District of California, Civil No. 88 01452R), Affidavit (April 4, 1988).

LECG

In the proposed merger of Goodman Fielder Limited and Wattie Industries Limited (High Court of New Zealand, Administration Division, Wellington Registry, M264/87 and M280/87), Affidavit (July 29, 1987).

Cipollone v. Liggett Group, Inc. et al., US District Court, District of New Jersey, Civil Action No. 83-2864 SA, Deposition Testimony (July 15, 1987).

Digidyne v. Data General Corporation, US District Court, Northern District of California, MDL Docket No. 369 MHP, Deposition Testimony (June 17–19, 1987).

Salt Lake Auto/Truck Stop v. Union Oil of California, US District Court, Central District of California Case No. 84 5772-PAR (JRx), Deposition Testimony (October 21, 1986).

Federal Trade Commission v. Detroit Auto Dealers Association et al., Docket/Case No. 9189, US Federal Trade Commission, Washington, DC, Trial Testimony (July 16–17, 1986); Deposition Testimony (June 11, 1986 and May 22, 1986).

International Service Station Dealers Association v. Texaco, Inc., Superior Court of the State of California, County of Los Angeles Case No. C391044, Deposition Testimony (June 3, 1986).

Coastal Transfer Co. v. Toyota Motor Sales, U.S.A., Inc., United States District Court, Central District of California Case No. 82-4635, Declaration (November 25, 1985).

White Consolidated Industries, Inc. et al. v. Whirlpool Corp., et al., US District Court, Northern District of Ohio, Eastern Division (Cleveland), Case No. C85-472, Trial Testimony (May 28–29, 1985); Deposition Testimony (April 26, 1985).

State of California v. Texaco, Inc. et al., Superior Court of the State of California, County of Sacramento, No. 321 706, Declaration (August 20, 1984).

Federal Trade Commission v. Warner Communications Inc., et al., United States District Court, Central District of California Civil No. 84-1506(R), Affidavit (April 16, 1984).

Pennzoil Co. v. Texaco, Inc. et al., US District Court, Northern District of Oklahoma (Tulsa), Case No. 84-C-29-E, Trial Testimony (February 3-4, 1984); Deposition Testimony (January 28, 1984).

PUBLICATIONS

“Asset Specificity and Holdups,” Peter G. Klein and Michael E. Sykuta (eds.), *The Elgar Companion to Transaction Cost Economics*, forthcoming (2007).

“Price Discrimination and Market Power,” American Bar Association Antitrust Section, *Issues in Competition Law and Policy*, forthcoming (2007).

LECG

“The Firm in Economics and Antitrust Law” (with Andres V. Lerner), American Bar Association Antitrust Section, *Issues in Competition Law and Policy*, forthcoming (2007).

“The Economics of Slotting Contracts” (with Joshua D. Wright), *Journal of Law and Economics*, forthcoming (August 2007).

“The Expanded Economics of Free-Riding: How Exclusive Dealing Prevents Free-Riding and Creates Undivided Loyalty” (with Andres V. Lerner), *Antitrust Law Journal*, Vol. 74, No. 2 (2007).

Reprinted in *Economics of Antitrust Law*, Benjamin Klein and Andres V. Lerner (eds.), Edward Elgar Publishing, Ltd., forthcoming (2008).

“The Economic Lessons of Fisher Body-General Motors,” *International Journal of the Economics of Business*, Vol. 14, No. 1 (February 2007), pp. 1-36.

“Competition In Two-Sided Markets: The Antitrust Economics of Payment Card Interchange Fees” (with Andres V. Lerner, Kevin M. Murphy and Lacey Plache), *Antitrust Law Journal*, Vol. 73, No. 3 (2006), pp. 571–626.

“Trading Stamps” (with Armen A. Alchian), *The Collected Works of Armen A. Alchian*, Vol. 1, Liberty Fund, 2006.

“First Negotiation, First Refusal Rights” (with Armen A. Alchian and Earl A. Thompson), *The Collected Works of Armen A. Alchian*, Vol. 2, Liberty Fund, 2006.

“Brand Names,” *The Concise Encyclopedia of Economics*, David R. Henderson (ed.), the Library of Economics and Liberty, Liberty Fund, 2005.

“Exclusive Dealing as Competition for Distribution ‘On the Merits,’” *George Mason Law Review*, Vol. 12, No. 1 (Fall 2003), pp. 119–162.

“Competitive Price Discrimination as an Antitrust Justification for Intellectual Property Refusals to Deal” (with John Wiley Jr.), *Antitrust Law Journal*, Vol. 70, No. 3 (2003), pp. 599–642.

“Market Power in Economics and in Antitrust: Reply to Baker” (with John Wiley Jr.), *Antitrust Law Journal*, Vol. 70, No. 3 (2003), pp. 655–659.

“The Economics of Copyright ‘Fair Use’ In a Networked World” (with Andres V. Lerner and Kevin M. Murphy), *American Economic Review Papers and Proceedings*, Vol. 92, No. 2 (May 2002), pp. 205–208.

“The Microsoft Case: What Can A Dominant Firm Do To Defend Its Market Position?” *Journal of Economic Perspectives*, Vol. 15, No. 2 (May 2001), pp. 45–62.

LECG

"Did Microsoft Engage in Anticompetitive Exclusionary Behavior?," *The Antitrust Bulletin*, Vol. 46, No. 1 (Spring 2001), pp. 71–113.

"How Block Booking Facilitated Self-Enforcing Film Contracts" (with Roy W. Kenney), *Journal of Law and Economics*, Vol. 43, No. 2 (October 2000), pp. 427–435.

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"On a Correct Measure of Inflation" (with Armen A. Alchian), *Journal of Money, Credit, and Banking*, Vol. 5, No.1 (February 1973), pp. 173–191.

Reprinted in *The Collected Works of Armen A. Alchian*, Vol. 1, Liberty Fund (2006).

BOOK REVIEWS

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ANDRES V. LERNER

2049 Century Park East, Suite 2300
Los Angeles, California 90067
Tel. (310) 556-0709
Fax (310) 556-0766
E-mail: alerner@lecg.com

Dr. Lerner is a Director at LECG, LLC. He holds a Ph.D. in Economics from the University of California at Los Angeles. Dr. Lerner has extensive experience consulting in antitrust matters, including on issues such as tying, exclusive dealing, exclusive territories, refusals to deal, price-fixing, predatory pricing, monopolization, and market definition. He also has extensive expertise in estimating damages and conducting complex econometric and statistical analysis. Dr. Lerner has provided litigation consulting in a wide range of industries, including the payment cards, pharmaceutical, music, motion picture, automotive, food and beverage, Internet, franchising, avionics, consumer products, and energy industries. Dr. Lerner has published articles in economic and legal journals and has co-edited a volume on seminal articles in antitrust economics.

EDUCATION

Ph.D., Economics, University of California at Los Angeles, 1999.

M.A., Economics, University of California at Los Angeles, 1996.

B.A., Economics, University of California at Berkeley, 1993.

PROFESSIONAL EXPERIENCE

Director, LECG LLC, Los Angeles, California, April 2007 to present.

Principal, LECG LLC, Los Angeles, California, March 2004 to March 2006.

Adjunct Professor, University of Southern California, Department of Economics, Los Angeles, California, May to August 2004.

Vice President, Economic Analysis LLC, Los Angeles, California, July 2003 to February 2004.

Senior Economist, Economic Analysis LLC, Los Angeles, California, June 2001 to June 2003.

Economist, Economic Analysis LLC, Los Angeles, California, 1999 to June 2001.

Teaching Associate, Department of Economics, University of California at Los Angeles, 1997 to 1999.

Teaching Associate, School of Public Policy, University of California at Los Angeles, 1998.

Teaching Associate, Anderson Graduate School of Management, University of California at Los Angeles, 1997.

Summer Associate, Resources for the Future, Washington DC, 1997.

Research Associate, Anderson Graduate School of Management, University of California at Los Angeles, 1997 to 1999.

Research Associate, Department of Economics, University of California at Los Angeles, 1996 to 1997.

FIELDS OF SPECIALIZATION

Antitrust, Industrial Organization, and Econometrics.

PUBLICATIONS

“The Firm in Economics and Antitrust Law,” (with Benjamin Klein), *Issues in Competition Law and Policy*, forthcoming 2007.

“How Exclusive Dealing Prevents Free-Riding and Creates Undivided Loyalty,” (with Benjamin Klein), *Antitrust Law Journal*, forthcoming July 2007.

“Economics of Antitrust Law: Introduction,” in *Economics of Antitrust Law, Economic Approaches to Law Series*, (with Benjamin Klein), Volume editors Benjamin Klein and Andres V. Lerner, Series editors Richard A. Posner and Francesco Parisi, Edward Elgar Publishing Ltd., forthcoming December 2007.

Co-editor, *Economics of Antitrust Law, Economic Approaches to Law Series*, (with Benjamin Klein), Series editors Richard A. Posner and Francesco Parisi, Edward Elgar Publishing Ltd., forthcoming December 2007.

“Competition in Two-Sided Markets: The Antitrust Economics of Payment Card Interchange Fees,” (with Benjamin Klein, Kevin Murphy, and Lacey Plache), *Antitrust Law Journal*, Vol. 73, No. 3 (2006), pp. 571-626.

“The Economics of Copyright ‘Fair Use’ in a Networked World,” (with Benjamin Klein and Kevin Murphy), *American Economic Review Papers & Proceedings*, Vol. 92, No. 2 (May 2002), pp. 205-208.

AFFILIATIONS

American Bar Association, Associate Member

Los Angeles County Bar Association

American Economic Association

SELECTED LITIGATION CONSULTING EXPERIENCE**Federal Trade Commission**

In the Matter of Realcomp II LTD.

United States of America, Before Federal Trade Commission, Docket No. 9320

Provided consulting related to antitrust claims involving real estate Multiple Listing Service.
(November 2006 to present)

Abbott

Counsel: Winston & Strawn LLP

In Re Abbott Labs Norvir Antitrust Litigation

United States District Court, Northern District of California, Case No. C-04-1511 CW.

Provided consulting related to class certification involving monopolization claims in the pharmaceutical industry.

(November 2006 to present)

Visa U.S.A. Inc.

Counsel: Holme Roberts & Owen LLP; Heller Ehrman LLP

Visa U.S.A. Inc. v. First Data Corp. and related counterclaims.

U.S. District Court, Northern District of California, Case No. C 02-1786-JSW.

Provided consulting related to alleged tying and monopolization claims involving the processing of payment card transactions.

(June 2004 to May 2006)

GlaxoSmithKline

Counsel: Cleary Gottlieb Steen & Hamilton LLP

AIDs Healthcare Foundation v. GlaxoSmithKline

U.S. District Court, Central District of California, Case No. 02-5223-TJH.

Provided consulting related to claims of patent fraud and monopolization in the pharmaceutical industry.

(June 2004 to April 2006)

General Motors Corp., DaimlerChrysler Corp., Ford Motor Co., and OEConnection LLP

Counsel: Kirkland & Ellis LLP, Dewey Ballantine LLP, Mayer Brown Rowe & Maw LLP, and Hogan & Hartson LLP

ChoiceParts LLC v. General Motors Corp., DaimlerChrysler Corp., Ford Motor Co., and OEConnection LLC, et al.

U.S. District Court for the Northern District of Illinois, Case No. 01 C 0067.

Provided analysis of damages in case involving alleged refusal-to-deal in the automobile parts industry.

(August 2002 to December 2004)

Northwest Airlines, Inc.

Counsel: Boies, Schiller and Flexner LLP

Spirit Airlines, Inc., v. Northwest Airlines, Inc.

U.S. District Court for the Eastern District of Michigan, Case No. 00-71535.

Directed analysis of damages in case involving claims of predatory pricing in the airline industry.
(January to December 2002)

Philip Morris Inc.

Counsel: Heller Ehrman White & McAuliffe LLP; Boies, Schiller & Flexner LLP

Holiday Wholesale Grocery Co., et al. v. Philip Morris, et al.

U.S. District Court, Northern District of Georgia, Case No. 1:00-cv-447-JOF.

Provided consulting related to alleged price-fixing conspiracy in the cigarette industry.
(April 2001 to January 2002)

Illinois Tool Works

Counsel: Sonnenschein, Nath & Rosenthal LLP

Illinois Tool Works v. Independent Ink, Inc and related counterclaims..

U.S. District Court, Central District of California, Case No. CV 98-6686-NM.

Provided consulting in case involving alleged tying in the commercial printing systems industry.
(April 2001 to present)

Motion Picture Association of America

Counsel: O'Melveny & Myers LLP

Metro-Goldwyn-Mayer Studios Inc., et al. v. RecordTV.com and David Simon

United States District Court, Central District of California, Case No. 00-06443 MMM (MANx).

Provided consulting support related to claim of copyright infringement.
(February 2001 to March 2001)

Subaru of New England, Inc.

Counsel: McDermott Will & Emery LLP

George Lussier Enterprises Inc. et al. v. Subaru of New England et al.

U.S. District Court, District of New Hampshire, Case No. 03-2715.

Provided consulting related to claims of tying by a class action of Subaru automobile dealers.
(February 2001 to December 2002)

Universal Avionics

Counsel: McDermott, Will & Emery LLP; Weinberger Law Firm

Universal Avionics Systems Corporation v. Rockwell International Corporation, et al.

United States District Court, District of Arizona, Case No. CV97-28 TUC-ACM.

Provided consulting related to alleged tying and monopolization in the market for aircraft avionics systems.

(December 2000 to June 2001)

Time Warner Inc., MediaOne Group, and Road Runner LLC

Counsel: Cravath, Swaine and Moore LLP; Proskauer Rose LLP; O'Melveny and Myers LLP
Arthur Simon et. al. v. American Telephone and Telegraph Corp., et. al.
 United States District Court, Central District of California, Case No. CV 99-11641 RSWL
 Provided consulting pertaining to a claims of tying and monopolization in the supply of cable
 Internet broadband services.
 (April 2000 to January 2001)

Securities and Exchange Commission

SEC v. Ogle et. al.
 U.S. District Court, Northern District of Illinois.
 Provided market analysis on stock market manipulation claims.
 (March to April 2000)

Collins v. International Dairy Queen, Inc.

Counsel: Mayer, Brown and Platt
 U.S. District Court, Middle District of Georgia, Case No. 5:94-CV-95-4.
 Provided consulting support related to claims of tying by Dairy Queen franchisees.
 (February to March 2000)

Visa U.S.A.

Counsel: Heller Ehrman White & McAuliffe LLP
Wal-Mart, et al. v. Visa, et al.
 United States District Court, Eastern District of New York, Case No. CV-96-5238.
 Conducted analysis related to claims of tying and monopolization in the payment card industry.
 (February to April 2000)

The Coca-Cola Company

Counsel: Morrison & Foerster LLP
The Coca-Cola Company, et al. v. Omni Pacific Company, et al. and related counterclaims.
 United States District Court, District of Northern California, Case No. C-98-0784-SI.
 Assessed damages related to exclusive territory distribution system in the beverage industry.
 (November 1999 to October 2000)

Johnson & Johnson

Counsel: Kramer Levin Naftalis & Frankel LLP
Kropinski, et al. v. Johnson & Johnson, et al.
 Superior Court of New Jersey, Case No. 8886-96.
 Provided economic analysis relating to price discrimination claim in connection with the sale of
 contact lens products.
 (September 1999 to January 2000)



Emmett J. Dacey

2049 Century Park East, Suite 2300
Los Angeles, California 90067
Tel. (310) 556-0709
Fax (310) 556-0766
E-mail: edacey@lecg.com

Mr. Dacey is a Senior Economist at LECG, LLC. He holds an M.A. in Economics from the University of California, Santa Barbara, and a B.S. in Applied Economics from the University of Minnesota. Mr. Dacey has experience in a wide variety of economic consulting matters. He has worked on cases involving such issues as price-fixing, damages, exclusive dealing, monopolization, and market definition. He also has expertise in conducting complex econometric and statistical analyses. Mr. Dacey has consulted for clients in a wide range of industries, including real estate, healthcare, manufacturing, electronics, and pharmaceuticals.

Education

M.A., Economics, University of California, Santa Barbara, 2003.
Chancellor's and Regents Fellowships Recipient

B.S., Applied Economics, University of Minnesota, 2002.
Graduated with Distinction

Professional Experience

Senior Economist, LECG, LLC, Los Angeles, California, January 2007 to present.

Economist, LECG, LLC, Los Angeles, California, January 2006 to December 2006.

Associate and Senior Associate, LECG, LLC, Los Angeles, California, August 2004 to December 2005.

Financial Analyst, St. John's Pleasant Valley Hospital, Camarillo, California, 2004.

Teaching Associate, Department of Economics, University of California, Santa Barbara, 2003 to 2004.

Teaching Associate, Department of Applied Economics, University of Minnesota, 2002.

Selected Consulting Experience*U.S. v. Elpida Memory Systems, Inc.*

Analyzed price data and market conditions for a price-fixing case in semiconductor industry.
(2004 to 2005)

In re High Pressure Laminates

Performed statistical analysis of price data for price-fixing litigation in manufacturing industry.
(2004 to 2006)

AIDs Healthcare Foundation v. GlaxoSmithKline

Provided litigation consulting related to claims of patent fraud and monopolization in the pharmaceutical industry.
(2005)

Carol and Robert Testwuide, et al. v. U.S.

Provided analysis of housing data in real-estate damages case.
(2005-2006)

Nitin Patel, M.D. v. Verde Valley Medical Center

Provided litigation consulting related to monopolization and exclusive dealing claims in the healthcare industry.
(2005-2007)

James Clayworth, et al. v. Pfizer, et. al.

Performed data and damages analysis for conspiracy case in the pharmaceutical industry.
(2006)

Allied Medical Devices, et al. v. Tyco Healthcare Corp.

Provided consulting related to claims of monopolization and exclusive dealing in the healthcare industry.
(2006-2007)

Appendix B:

Satellite Local-Into-Local Launch Dates

Appendix B

Satellite Local-Into-Local Launch Dates

<u>DMA #</u>	<u>DMA Name</u>	<u>DIRECTV</u>	<u>EchoStar</u>
803	Los Angeles	11/29/1999	7/19/1998
501	New York	11/29/1999	2/1/1998
751	Denver	12/3/1999	8/21/1998
807	San Francisco	12/3/1999	8/21/1998
511	Washington DC	12/3/1999	2/1/1998
524	Atlanta	12/9/1999	2/1/1998
505	Detroit	12/9/1999	12/23/1999
528	Miami	12/9/1999	8/21/1998
504	Philadelphia	12/9/1999	12/24/1999
753	Phoenix	12/9/1999	8/21/1998
602	Chicago	12/16/1999	2/1/1998
510	Cleveland	12/16/1999	2/1/2000
623	Dallas	12/16/1999	2/1/1998
618	Houston	12/16/1999	1/19/2000
506	Boston	12/28/1999	2/1/1998
567	Greenville-Spart.	12/28/1999	9/5/2000
560	Raleigh-Durham	12/28/1999	6/30/2000
613	Minneapolis	1/15/2000	12/21/1999
539	Tampa	1/15/2000	2/21/2000
534	Orlando	2/5/2000	1/31/2000
819	Seattle	2/5/2000	12/23/1999
862	Sacramento	3/4/2000	2/29/2000
609	St. Louis	3/4/2000	3/3/2000
770	Salt Lake City	6/1/2000	8/21/1998
512	Baltimore	6/30/2000	11/6/2003
508	Pittsburgh	6/30/2000	9/15/1998
825	San Diego	6/30/2000	7/5/2000
517	Charlotte	7/28/2000	4/4/2000
527	Indianapolis	7/28/2000	4/17/2000
617	Milwaukee	7/28/2000	12/17/2003
820	Portland OR	8/25/2000	3/6/2000
616	Kansas City	9/13/2000	11/19/2000
659	Nashville	9/13/2000	12/23/1999
515	Cincinnati	9/20/2000	9/5/2000
640	Memphis	9/27/2000	10/02/2003
630	Birmingham	10/31/2000	5/18/2001
518	Greensboro	11/8/2000	11/6/2003
641	San Antonio	11/8/2000	10/3/2000
535	Columbus	12/13/2000	11/13/2003
635	Austin	12/22/2000	3/29/2001
548	W Palm Beach	12/22/2000	6/19/2002
533	Hartford	5/15/2002	12/17/2003
839	Las Vegas	5/15/2002	11/7/2002
521	Providence	7/10/2002	5/13/2004
514	Buffalo	7/31/2002	11/21/2002
563	Grand Rapids	7/31/2002	5/24/2002
650	Oklahoma City	7/31/2002	7/2/2002
544	Norfolk	8/28/2002	8/12/2004
557	Knoxville	9/18/2002	5/22/2003
622	New Orleans	9/26/2002	8/19/2004

Appendix B

Satellite Local-Into-Local Launch Dates

<u>DMA #</u>	<u>DMA Name</u>	<u>DIRECTV</u>	<u>EchoStar</u>
561	Jacksonville	11/6/2002	11/6/2002
556	Richmond	1/16/2003	11/6/2003
752	Colorado Springs	4/30/2003	11/21/2002
718	Jackson	5/13/2003	5/13/2003
658	Green Bay	5/21/2003	2/26/2004
573	Roanoke	6/3/2003	5/24/2003
577	Wilkes Barre	6/11/2003	11/20/2003
679	Des Moines	6/13/2003	11/21/2002
529	Louisville	6/13/2003	12/19/2002
612	Shreveport	6/18/2003	6/26/2003
789	Tucson	6/18/2003	7/31/2002
673	Columbus-Tupelo	7/2/2003	5/6/2004
546	Columbia	7/15/2003	11/6/2003
691	Huntsville	7/31/2003	3/20/2003
532	Albany	6/4/2004	11/6/2003
790	Albuquerque	6/4/2004	11/16/2000
716	Baton Rouge	6/4/2004	6/14/2006
542	Dayton	6/4/2004	12/3/2003
513	Flint MI	6/4/2004	12/17/2003
636	Harlingen	6/4/2004	3/11/2004
642	Lafayette	6/4/2004	6/14/2006
541	Lexington	6/4/2004	2/20/2003
828	Monterey-Salinas	6/4/2004	2/20/2003
652	Omaha	6/4/2004	1/16/2003
811	Reno	6/4/2004	9/18/2002
588	South Bend	6/4/2004	3/18/2004
881	Spokane	6/4/2004	12/12/2002
800	Bakersfield	6/10/2004	12/5/2003
801	Eugene	6/10/2004	10/02/2003
571	Ft Myers	6/10/2004	3/6/2003
566	Harrisburg	6/10/2004	9/26/2002
693	Little Rock	6/10/2004	7/2/2003
669	Madison	6/10/2004	11/6/2003
686	Mobile	6/10/2004	11/20/2003
500	Portland ME	6/10/2004	5/6/2004
855	Sta Barbara	6/10/2004	11/6/2003
671	Tulsa	6/10/2004	7/31/2002
678	Wichita	6/10/2004	11/20/2003
868	Chico Redding	6/17/2004	2/6/2003
676	Duluth	6/17/2004	4/22/2004
724	Fargo	6/17/2004	4/28/2004
632	Paducah	6/17/2004	4/30/2003
507	Savannah	6/17/2004	12/23/2003
530	Tallahassee	6/17/2004	5/29/2003
709	Tyler	6/17/2004	3/6/2003
550	Wilmington	6/17/2004	--
564	Charleston	6/24/2004	12/18/2003
600	Corpus Christi	6/24/2004	6/14/2006
765	El Paso	6/24/2004	4/15/2004
866	Fresno	6/24/2004	9/26/2002

Appendix B

Satellite Local-Into-Local Launch Dates

<u>DMA #</u>	<u>DMA Name</u>	<u>DIRECTV</u>	<u>EchoStar</u>
551	Lansing	6/24/2004	12/17/2003
813	Medford	6/24/2004	5/20/2004
538	Rochester	6/24/2004	4/8/2004
543	Springfield	6/24/2004	--
605	Topeka	6/24/2004	4/13/2004
810	Yakima	6/24/2004	10/9/2003
648	Champaign	10/12/2004	12/17/2003
574	Johnstown Altoona	10/12/2004	1/29/2004
547	Toledo	10/12/2004	6/17/2004
531	Tri-Cities	10/12/2004	2/19/2004
705	Wausau	10/12/2004	5/20/2004
757	Boise	10/19/2004	11/13/2003
509	Fort Wayne	10/19/2004	2/12/2004
545	Greenville-New Bern	10/19/2004	7/29/2004
722	Lincoln	10/19/2004	4/1/2004
555	Syracuse	10/19/2004	4/29/2004
637	Cedar Rapids	10/26/2004	1/30/2003
575	Chattanooga	10/26/2004	11/25/2003
649	Evansville	10/26/2004	12/11/2003
675	Peoria	10/26/2004	5/13/2004
619	Springfield MO	10/26/2004	11/13/2003
523	Burlington	11/2/2004	7/24/2002
604	Columbia-Jefferson	11/2/2004	4/13/2004
670	Fort Smith	11/2/2004	12/11/2003
625	Waco	11/2/2004	9/19/2002
540	Traverse City	11/9/2004	2/5/2004
519	Charleston SC	11/11/2004	7/22/2004
682	Davenport	11/11/2004	2/26/2004
725	Sioux Falls	11/11/2004	4/11/2003
536	Youngstown	11/11/2004	6/24/2004
743	Anchorage	1/8/2005	8/26/2003
745	Fairbanks	1/8/2005	6/30/2005
744	Honolulu	1/8/2005	6/28/2002
747	Juneau AK	1/8/2005	7/27/2005
596	Zanesville	1/8/2005	--
520	Augusta	3/16/2005	6/17/2004
503	Macon	4/6/2005	7/15/2004
702	La Crosse	5/25/2005	4/29/2004
570	Florence-Myr Bch	9/29/2005	7/8/2004
611	Rochester	12/28/2005	9/21/2006
610	Rockford	12/28/2005	5/20/2004
737	Mankato	3/22/2006	--
749	Laredo	Planned for 2007	--
537	Bangor	Planned for 2007	11/30/2006
692	Beaumont-Port Arthur	Planned for 2007	10/12/2006
754	Butte-Bozeman	Planned for 2007	11/30/2006
606	Dothan AL	Planned for 2007	11/23/2006
569	Harrisonburg	Planned for 2007	--
633	Odessa-Midland	Planned for 2007	9/21/2006
804	Palms Springs	Planned for 2007	11/1/2006

Appendix B

Satellite Local-Into-Local Launch Dates

DMA #	DMA Name	DIRECTV	EchoStar
662	Abilene	--	2/23/2005
525	Albany GA	--	6/10/2004
634	Amarillo	--	6/24/2004
756	Billings	--	3/3/2005
767	Casper	--	7/7/2005
584	Charlottesville	--	8/26/2004
759	Cheyenne	--	5/20/2004
598	Clarksburg	--	9/23/2004
516	Erie PA	--	5/19/2005
592	Gainesville	--	2/3/2005
773	Grand Junction	--	1/22/2004
755	Great Falls	--	7/27/2005
758	Idaho Falls	--	9/23/2004
603	Joplin	--	6/24/2004
651	Lubbock	--	10/13/2004
711	Meridian	--	12/16/2004
687	Minot-Bismarck	--	7/7/2005
762	Missoula	--	11/13/2003
628	Monroe	--	6/10/2004
698	Montgomery	--	7/22/2004
656	Panama City	--	9/23/2004
717	Quincy	--	6/10/2004
764	Rapid City	--	3/30/2005
661	San Angelo	--	8/17/2005
657	Sherman	--	12/11/2003
624	Sioux City	--	5/27/2004
581	Terre Haute	--	9/30/2004
760	Twin Falls	--	3/30/2005
627	Wichita Falls	--	7/15/2004
710	Hattiesburg-Laurel	--	--
522	Columbus GA	--	--
559	Bluefield-Beckley	--	--
746	Biloxi-Gulfport	--	--
576	Salisbury	--	--
771	Yuma	--	--
502	Binghamton	--	--
554	Wheeling-Steubenville	--	--
644	Alexandria	--	--
643	Lake Charles	--	--
553	Marquette	--	--
549	Watertown	--	--
565	Elmira	--	--
526	Utica	--	--
647	Greenwood-Greenville	--	--
734	Jonesboro	--	--
639	Jackson TN	--	--
736	Bowling Green	--	--
638	St Joseph	--	--
802	Eureka	--	--
597	Parkersburg	--	--

Appendix B

Satellite Local-Into-Local Launch Dates

<u>DMA #</u>	<u>DMA Name</u>	<u>DIRECTV</u>	<u>EchoStar</u>
631	Ottumwa-Kirksville	--	--
821	Bend	--	--
552	Presque Isle	--	--
766	Helena	--	--
582	Lafayette	--	--
558	Lima	--	--
626	Victoria	--	--
583	Alpena	--	--
740	North Platte	--	--
798	Glendive	--	--

Appendix C:

**List of 29 DMAs Where DIRECTV Does Not Provide
Satellite LIL Service and EchoStar Does Provide
the Service**

Appendix C

List of 29 DMAs Where DIRECTV Does Not Provide Satellite LIL Service and EchoStar Does Provide the Service

DMA Name	DIRECTV March 2007 Residential Active Subscribers	DIRECTV SD LIL Launch Date	EchoStar SD LIL Launch Date
Monroe LA-El Dorado AR	██████████	-	6/10/2004
Montgomery AL	██████████	-	7/22/2004
Minot-Bismarck-Dickinson ND	██████████	-	7/7/2005
Terre Haute IN	██████████	-	9/30/2004
Joplin MO-Pittsburg KS	██████████	-	6/24/2004
Amarillo TX	██████████	-	6/24/2004
Panama City FL	██████████	-	9/23/2004
Albany GA	██████████	-	6/10/2004
Sherman TX-Ada OK	██████████	-	12/11/2003
Erie PA	██████████	-	5/19/2005
Sioux City IA	██████████	-	5/27/2004
Gainesville FL	██████████	-	2/3/2005
Billings MT	██████████	-	3/3/2005
Wichita Falls TX-Lawton OK	██████████	-	7/15/2004
Meridian MS	██████████	-	12/16/2004
Missoula MT	██████████	-	11/13/2003
Great Falls MT	██████████	-	7/27/2005
Clarksburg-Weston WV	██████████	-	9/23/2004
Idaho Falls-Pocatello ID	██████████	-	9/23/2004
Quincy IL-Hannibal MO-Keokuk IA	██████████	-	6/10/2004
Abilene-Sweetwater TX	██████████	-	2/23/2005
Lubbock TX	██████████	-	10/13/2004
Rapid City SD	██████████	-	3/30/2005
Charlottesville VA	██████████	-	8/26/2004
Twin Falls ID	██████████	-	3/30/2005
Grand Junction-Montrose CO	██████████	-	1/22/2004
Casper-Riverton WY	██████████	-	7/7/2005
San Angelo TX	██████████	-	8/17/2005
Cheyenne WY-Scottsbluff NE	██████████	-	5/20/2004

Note: Data reflects 29 DMAs in which EchoStar has provided LIL for at least 1 year.

Appendix D:

**List of 31 DMAs Where Neither DIRECTV Or EchoStar
Provide Satellite LIL Service**

Appendix D

List of 31 DMAs Where Neither DIRECTV Or EchoStar Provide Satellite LIL Service

DMA Name	DIRECTV March 2007 Residential Active Subscribers	DIRECTV SD LIL Launch Date	EchoStar SD LIL Launch Date
Hattiesburg-Laurel MS	██████████	--	--
Columbus GA	██████████	--	--
Bluefield-Beckley WV WV	██████████	--	--
Biloxi-Gulfport MS	██████████	--	--
Salisbury MD	██████████	--	--
Yuma AZ	██████████	--	--
Binghamton NY	██████████	--	--
Wheeling WV-Steubenville OH	██████████	--	--
Alexandria LA	██████████	--	--
Lake Charles LA	██████████	--	--
Marquette MI	██████████	--	--
Watertown NY	██████████	--	--
Elmira NY	██████████	--	--
Utica NY	██████████	--	--
Greenwood-Greenville MS	██████████	--	--
Jonesboro AR	██████████	--	--
Jackson TN	██████████	--	--
Bowling Green KY	██████████	--	--
St Joseph MO	██████████	--	--
Eureka CA	██████████	--	--
Parkersburg WV	██████████	--	--
Ottumwa IA-Kirksville MO	██████████	--	--
Bend OR	██████████	--	--
Presque Isle ME	██████████	--	--
Helena MT	██████████	--	--
Lafayette IN	██████████	--	--
Lima OH	██████████	--	--
Victoria TX	██████████	--	--
Alpena MI	██████████	--	--
North Platte NE	██████████	--	--
Glendive MT	██████████	--	--

Appendix E:

**List of 52 DMAs Where EchoStar Launched Satellite LIL
Service at least 6 Months Before DIRECTV**

Appendix E

List of 52 DMAs Where EchoStar Launched Satellite LIL Service at Least 6 Months Before DIRECTV

DMA Name	DIRECTV March 2007 Residential Active Subscribers	DIRECTV SD LIL Launch Date	EchoStar SD LIL Launch Date
Albuquerque-Santa Fe NM	████████	6/4/2004	11/16/2000
Mobile AL-Pensacola FL	████████	6/10/2004	11/20/2003
Charleston-Huntington WV	████████	6/24/2004	12/18/2003
Fresno-Visalia CA	████████	6/24/2004	9/26/2002
Little Rock-Pine Bluff AR	████████	6/10/2004	7/2/2003
Tucson AZ	████████	6/18/2003	7/31/2002
Des Moines-Ames IA	████████	6/13/2003	11/21/2002
Paducah KY-Cape Girardeau MO	████████	6/17/2004	4/30/2003
Harrisburg-Lancaster PA	████████	6/10/2004	9/26/2002
Tulsa OK	████████	6/10/2004	7/31/2002
Lexington KY	████████	6/4/2004	2/20/2003
Fort Myers-Naples FL	████████	6/10/2004	3/6/2003
Springfield MO	████████	10/26/2004	11/13/2003
Spokane WA	████████	6/4/2004	12/12/2002
Dayton OH	████████	6/4/2004	12/3/2003
Tyler-Longview TX	████████	6/17/2004	3/6/2003
Burlington VT-Plattsburgh NY	████████	11/2/2004	7/24/2002
Albany-Schenectady-Troy NY	████████	6/4/2004	11/6/2003
Chattanooga TN	████████	10/26/2004	11/25/2003
Tri-Cities TN-VA	████████	10/12/2004	2/19/2004
Boise ID	████████	10/19/2004	11/13/2003
Madison WI	████████	6/10/2004	11/6/2003
Evansville IN	████████	10/26/2004	12/11/2003
Waco-Temple-Bryan TX	████████	11/2/2004	9/19/2002
Traverse City-Cadillac MI	████████	11/9/2004	2/5/2004
Champaign-Springfield-Decatur IL	████████	10/12/2004	12/17/2003
Reno NV	████████	6/4/2004	9/18/2002
Augusta GA	████████	3/16/2005	6/17/2004
Florence-Myrtle Beach SC	████████	9/29/2005	7/8/2004
Omaha NE	████████	6/4/2004	1/16/2003
Wichita-Hutchinson KS	████████	6/10/2004	11/20/2003
Tallahassee FL	████████	6/17/2004	5/29/2003
Davenport IA-Rock Island IL-Moline IL	████████	11/11/2004	2/26/2004
Macon GA	████████	4/6/2005	7/15/2004
Fort Wayne IN	████████	10/19/2004	2/12/2004
Cedar Rapids-Waterloo IA	████████	10/26/2004	1/30/2003
Chico-Redding CA	████████	6/17/2004	2/6/2003
Monterey-Salinas CA	████████	6/4/2004	2/20/2003
Yakima-Pasco-Richland WA	████████	6/24/2004	10/9/2003
Fort Smith AR	████████	11/2/2004	12/11/2003
Lincoln-Hastings NE	████████	10/19/2004	4/1/2004
Santa Barbara-San Luis Obispo CA	████████	6/10/2004	11/6/2003
Lansing MI	████████	6/24/2004	12/17/2003
Columbia-Jefferson City MO	████████	11/2/2004	4/13/2004

Appendix E

List of 52 DMAs Where EchoStar Launched Satellite LIL Service at Least 6 Months Before DIRECTV

DMA Name	DIRECTV March 2007 Residential Active Subscribers	DIRECTV SD LIL Launch Date	EchoStar SD LIL Launch Date
Bakersfield CA	██████████	6/10/2004	12/5/2003
Johnstown-Altoona PA	██████████	10/12/2004	1/29/2004
Eugene OR	██████████	6/10/2004	10/2/2003
Sioux Falls SD	██████████	11/11/2004	4/11/2003
La Crosse-Eau Claire WI	██████████	5/25/2005	4/29/2004
Rockford IL	██████████	12/28/2005	5/20/2004
Honolulu HI	██████████	1/8/2005	6/28/2002
Anchorage AK	██████████	1/8/2005	8/26/2003

Appendix F:

**List of 12 DMAs Where DIRECTV Launched Satellite LIL
Service at least 6 Months Before EchoStar**

Appendix F

List of 12 DMAs Where DIRECTV Launched Satellite LIL Service at least 6 Months Before EchoStar

DMA Name	DIRECTV March 2007 Residential Active Subscribers	DIRECTV SD LIL Launch Date	EchoStar SD LIL Launch Date
Richmond-Petersburg VA	117911	1/16/2003	11/6/2003
Columbus-Tupelo-West Point MS	58076	7/2/2003	5/6/2004
Green Bay-Appleton WI	57033	5/21/2003	2/26/2004
Lafayette LA	50084	6/4/2004	6/14/2006
Baton Rouge LA	45792	6/4/2004	6/14/2006
Wilmington NC	31174	6/17/2004	--
Corpus Christi TX	28184	6/24/2004	6/14/2006
Springfield-Holyoke MA	26722	6/24/2004	1/0/1900
Rochester MN-Mason City IA-Austin MN	15347	12/28/2005	9/21/2006
Zanesville OH	5096	1/8/2005	--
Mankato MN	4452	3/22/2006	--
Juneau AK	3339	1/8/2005	7/27/2005

Note: Data reflects DMAs where DIRECTV has Provided LIL Service for at least 1 Year.

Appendix G-1:

DIRECTV Gross Additions Regression Results

Appendix G-1

DIRECTV Gross Additions Regression Results

Variable	Coefficient	Standard Error	T-Statistic
Dependent Variable			
DIRECTV Monthly Gross Additions as a percent of DIRECTV Subscribers			
Independent Variables			
DTV in ES out BUMP	████	████	██
DTV in ES out	████	████	████
DTV in ES in BUMP	████	████	██
DTV in ES in	████	████	████
ES in DTV in	████	████	████
ES in DTV out	████	████	██
Unconditional Mean of Dependent Variable	████		
R-Squared	████		
Observations	████		
Cross-sectional units: DMAs	██		
Time-series units: Months	█		

Note: Gross Additions does not include Reconnects.

Appendix G-2:

DIRECTV Disconnects Regression Results

Appendix G-2

DIRECTV Disconnects Regression Results

Variable	Coefficient	Standard Error	T-Statistic
Dependent Variable			
DIRECTV Monthly Disconnects as a percent of DIRECTV Subscribers			
Independent Variables			
DTV in ES out BUMP	██████████	██████████	██████████
DTV in ES out	██████████	██████████	██████████
DTV in ES in BUMP	██████████	██████████	██████████
DTV in ES in	██████████	██████████	██████████
ES in DTV in	██████████	██████████	██████████
ES in DTV out	██████████	██████████	██████████
<hr/>			
Unconditional Mean of Dependent Variable	██████████		
R-Squared	██████████		
Observations	██████████		
Cross-sectional units: DMAs	████		
Time-series units: Months	██		

Appendix H:

Summary of Methodology and Results of Regression Model

Appendix H

Summary of Methodology and Results of Regression Model

Assume EchoStar Does Not Offer Satellite LIL in any Additional DMAs			
Scenario	Market Impact	<i>29 DMAs in Which EchoStar Offers Satellite LIL</i>	<i>31 DMAs in Which EchoStar Does Not Offer Satellite LIL</i>
DIRECTV Does Not Provide LIL in Remaining 60 DMAs	Gross Adds	Extend historical 12-month average gross add rate in DMA	Extend historical 12-month average gross add rate in DMA
	Disconnects	Extend historical 12-month average disconnect rate in DMA	Extend historical 12-month average disconnect rate in DMA
DIRECTV Provides LIL in All Remaining DMAs	Gross Adds	Adjust historical 12-month average gross add rate by coefficients on <i>DTVinESin</i> and <i>DTVinESinBUMP</i> from Gross Adds regression	Adjust historical 12-month average gross adds by coefficients on <i>DTVinESout</i> and <i>DTVinESoutBUMP</i> from Gross Adds regression
	Disconnects	Adjust historical 12-month average disconnect rate by coefficients on <i>DTVinESin</i> and <i>DTVinESinBUMP</i> * from Disconnects regression	Adjust historical 12-month average disconnect rate by coefficients on <i>DTVinESout</i> and <i>DTVinESoutBUMP</i> * from Disconnects regression

Note: Regression variables marked with an asterisk (*) are not statistically significant and are not applied to model.

Appendix H

Notes

Gross Adds: <i>DTVinESin</i>	Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and all subsequent months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Gross Adds: <i>DTVinESinBUMP</i>	Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and subsequent 11 months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Gross Adds: <i>DTVinESout</i>	Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and all subsequent months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does not offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Gross Adds: <i>DTVinESoutBUMP</i>	Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and subsequent 11 months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does not offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Disconnects: <i>DTVinESin</i>	Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and all subsequent months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Disconnects: <i>DTVinESout</i>	Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and all subsequent months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does not offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Disconnects: <i>DTVinESinBUMP*</i>	Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and subsequent 11 months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Disconnects: <i>DTVinESoutBUMP*</i>	Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and subsequent 11 months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does not offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.

Appendix I:

**Percentage of Existing DIRECTV Customers
Signing up for LIL Service**

Appendix I

Percentage of Existing DIRECTV Customers Signing up for LIL Service

DMA #	DMA Name	Percent of Existing Subscribers Signing up for LIL	Percent of New Subscribers Signing up for LIL
716	Baton Rouge LA	██████████	██████████
686	Mobile AL-Pensacola FL	██████████	██████████
600	Corpus Christi TX	██████████	██████████
642	Lafayette LA	██████████	██████████
571	Fort Myers-Naples FL	██████████	██████████
811	Reno NV	██████████	██████████
800	Bakersfield CA	██████████	██████████
828	Monterey-Salinas CA	██████████	██████████
866	Fresno-Visalia CA	██████████	██████████
693	Little Rock-Pine Bluff AR	██████████	██████████
709	Tyler-Longview TX	██████████	██████████
765	El Paso TX	██████████	██████████
790	Albuquerque-Santa Fe NM	██████████	██████████
550	Wilmington NC	██████████	██████████
564	Charleston-Huntington WV	██████████	██████████
507	Savannah GA	██████████	██████████
881	Spokane WA	██████████	██████████
541	Lexington KY	██████████	██████████
855	Santa Barbara-San Luis Obispo CA	██████████	██████████
632	Paducah KY-Cape Girardeau MO	██████████	██████████
543	Springfield-Holyoke MA	██████████	██████████
801	Eugene OR	██████████	██████████
500	Portland-Auburn ME	██████████	██████████
530	Tallahassee FL	██████████	██████████
542	Dayton OH	██████████	██████████
636	Harlingen-Brownsville TX	██████████	██████████
868	Chico-Redding CA	██████████	██████████
813	Medford-Klamath Falls OR	██████████	██████████
810	Yakima-Pasco-Richland WA	██████████	██████████
671	Tulsa OK	██████████	██████████
724	Fargo-Valley City ND	██████████	██████████
605	Topeka KS	██████████	██████████
513	Flint-Saginaw-Bay City MI	██████████	██████████
652	Omaha NE	██████████	██████████
669	Madison WI	██████████	██████████
538	Rochester NY	██████████	██████████
532	Albany-Schenectady-Troy NY	██████████	██████████
676	Duluth MN-Superior WI	██████████	██████████
678	Wichita-Hutchinson KS	██████████	██████████
588	South Bend-Elkhart IN	██████████	██████████
551	Lansing MI	██████████	██████████
Overall Percent of Customers (Weighted Average)		65.15%	95.19%

Note: Reflects data as of May 31, 2006 for customers who signed up for LIL within 2 years of the service being offered. "Existing Subscribers" had DIRECTV service before DIRECTV launched satellite LIL. "New Subscribers" signed up for DIRECTV service after DIRECTV launched satellite LIL.

Appendix J:

Subscriber Acquisition Costs – K_a vs. K_u

Appendix J

Subscriber Acquisition Costs Ka vs Ku

Difference between Ka and non-Ka installs	Yr 2-3	Yr 4-6	Ka	Ku	Incr/(Decr)	Yr 2-3	Yr 4-6	Yr 2-3	Yr 4-6
						% Cust	% Cust	Incr Sac	Incr Sac
Effective rate for multi-switch			█	█	█	█	█	█	█
Effective rate for ODU			█	█	█	█	█	█	█
Effective rate for Install			█	█	█	█	█	█	█
Ku Only									
Basic box	█	█				█	█	█	█
SD DVR	█	█				█	█	█	█
HD (H21)	█	█				█	█	█	█
HD DVR (HR21)	█	█				█	█	█	█
Total Box Costs (SAC)						█	█	█	█
Ka Only									
Basic box						█	█	█	█
SD DVR						█	█	█	█
HD (H21)	█	█				█	█	█	█
HD DVR (HR21)	█	█				█	█	█	█
Total Box Costs (SAC)						█	█	█	█
Total SAC Ka								█	█
Total SAC Ku								█	█
Incremental SAC Ka vs Ku								(\$309.92)	(\$248.46)

Note: Box Pricing includes Access card, Middleware and DVR royalties.

Appendix J

Subscriber Acquisition Costs Ka vs Ku

	[REDACTED]	[REDACTED]
Multiswitch:	[REDACTED]	[REDACTED]
ODU:	[REDACTED]	[REDACTED]
Install:	[REDACTED]	[REDACTED]

Note: Box Pricing includes Access card, Middleware and DVR royalties.

Appendix K:

Local Collection Facility Costs

Appendix K

Local Collection Facility Costs

(\$k) Type of Cost	Total	Allocated Per Site	Cost Per/Channel
Fixed Costs:			
Contract Labor	█	█	
Internal Labor	█	█	
Travel	█	█	
Total Labor/Travel	█	█	
Integration:			
CRBC/CRDF	█	█	
NEUF/NEDF	█	█	
NWUF/NWDF	█	█	
Total Integration	█	█	
Backhaul Network	█	█	
ABMS			
LCF	█	█	
Primary RUF	█	█	
Diverse RUF	█	█	
Total ABMS	█	█	
Digital Systems: Fixed Components	█	█	
LCF's - Fixed Components	█	█	
Fixed Costs Sub-Total	█	█	
█	█	█	
Total Fixed Costs	█	█	

Note: Fixed costs are defined as costs that are not driven by the number of channels.

Appendix K

Local Collection Facility Costs

(\$k) Type of Cost	Total	Allocated Per Site	Cost Per/Channel
Variable Costs:			
Digital Systems			
Number of Encoders	█	█	█
LCF's			
Number of Demodulators	█	█	\$9
Proc Amps	█	█	█
Variable Costs - Sub-Total	█	█	█
█	█	█	█
Total Variable Costs	█	█	█
Total Costs	█	█	█

Note: Fixed costs are defined as costs that are not driven by the number of channels.

Appendix K

Local Collection Facility Costs

(\$k) Type of Cost	Number of Channels in Market									
	1	2	3	4	5	6	7	8	9	10
Variable Costs:										
Digital Systems										
Number of Encoders	■	■	■	■	■	■	■	■	■	■
LCF's										
Number of Demodulators	■	■	■	■	■	■	■	■	■	■
Proc Amps	■	■	■	■	■	■	■	■	■	■
Variable Costs - Sub-Total	■	■	■	■	■	■	■	■	■	■
Total Variable Costs	■	■	■	■	■	■	■	■	■	■
Total Costs	■	■	■	■	■	■	■	■	■	■

Note: Fixed costs are defined as costs that are not driven by the number of channels.

Appendix K

Local Collection Facility Costs

Type of Cost	Number of Channels in Market						
	11	12	13	14	15	16	17
Fixed Costs:							
Contract Labor	█	█	█	█	█	█	█
Internal Labor	█	█	█	█	█	█	█
Travel	\$5	\$5	\$5	\$5	\$5	\$5	\$5
Total Labor/Travel	█	█	█	█	█	█	█
Integration:							
CRBC/CRDF	█	█	█	█	█	█	█
NEUF/NEDF	█	█	█	█	█	█	█
NWUF/NWDF	█	█	█	█	█	█	█
Total Integration	█	█	█	█	█	█	█
Backhaul Network	█	█	█	█	█	█	█
ABMS							
LCF	█	█	█	█	█	█	█
Primary RUF	\$7	\$7	\$7	\$7	\$7	\$7	\$7
Diverse RUF	\$6	\$6	\$6	\$6	\$6	\$6	\$6
Total ABMS	█	█	█	█	█	█	█
Digital Systems: Fixed Components	█	█	█	█	█	█	█
LCF's - Fixed Components	█	█	█	█	█	█	█
Fixed Costs Sub-Total	█	█	█	█	█	█	█
█	█	█	█	█	█	█	█
Total Fixed Costs	█	█	█	█	█	█	█

Note: Fixed costs are defined as costs that are not driven by the number of channels.

Appendix K

Local Collection Facility Costs

Type of Cost	Number of Channels in Market						
	11	12	13	14	15	16	17
Variable Costs:							
Digital Systems							
Number of Encoders	■	■	■	■	■	■	■
LCF's							
Number of Demodulators	■	■	■	■	■	■	■
Proc Amps	■	■	■	■	■	■	■
Variable Costs - Sub-Total	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■
Total Variable Costs	■	■	■	■	■	■	■
Total Costs	■	■	■	■	■	■	■

Note: Fixed costs are defined as costs that are not driven by the number of channels.

Appendix L:

Hardware Pricing

Appendix L

Hardware Pricing

	Q1-08	Q2-08	Q3-08	Q4-08	Average 2008	Q1-09	Q2-09	Q3-09	Q4-09	Average 2009
Basic	█	█	█	█	█	█	█	█	█	█
DVR	█	█	█	█	█	█	█	█	█	█
HD	█	█	█	█	█	█	█	█	█	█
HDDVR	█	█	█	█	█	█	█	█	█	█
18" ODU	█	█	█	█	█	█	█	█	█	█
20" ODU	█	█	█	█	█	█	█	█	█	█
Ka/Ku	█	█	█	█	█	█	█	█	█	█
3x4	█	█	█	█	█	█	█	█	█	█
4x4	█	█	█	█	█	█	█	█	█	█
4x8	█	█	█	█	█	█	█	█	█	█
6x8	█	█	█	█	█	█	█	█	█	█
6x16	█	█	█	█	█	█	█	█	█	█
<u>With Middleware & Card</u>										
Basic	█	█	█	█	█	█	█	█	█	█
DVR	█	█	█	█	█	█	█	█	█	█
HD	█	█	█	█	█	█	█	█	█	█
HDDVR	█	█	█	█	█	█	█	█	█	█

Note: Freight In Included, No Card, 30 Day Lag.

Appendix M:

Weighted Average Cost of Capital

Appendix N:

Financial Model:

EchoStar Will Not Provide LIL in Remaining DMAs

Appendix N

Summary of Assumptions

Fixed Assumption	Value
[1] Percentage of existing customers adding the LIL service within two years	██████
[2] LIL sell-in rate to baseline growth customers once LIL is offered	100.0%
[3] LIL sell-in rate to additional (growth) customers once LIL is offered	100.0%
[4] Base package ARPU (Yr 2)	██████
[5] LIL rate assumed	██████
[6] LIL margin	██████
[7] Baseline SAC (Yr 2)	██████
[8] Yr 2-3 Additional SAC for Ka gross adds	██████
[9] Recurring backhaul expense per market per month (\$k)	██████

Notes for Appendix N: Summary of Model Assumptions and Market Impacts

- [1] Number of existing DIRECTV customers before launch of satellite local-into-local who take the service within two years. This is based on 41 DMAs where LIL was launched in 2004. In these DMAs, the mean number of pre-launch customers who had signed up for LIL by May 2006 was [REDACTED]. See Appendix I for detailed DMA information.
- [2] The percentage of baseline customers who take satellite local-into-local is assumed to be 100%. See Appendix I.
- [3] The percentage of incremental gross adds is assumed to be 100%.
- [4] DIRECTV's average monthly revenue per user ("ARPU"). DIRECTV's ARPU, which includes both base and premium package revenue, is projected to be \$[REDACTED] year two. We also account for anticipated increases in revenues that are proportionately commensurate with expected increases in programming costs by assuming a [REDACTED] increase the third year, and increases [REDACTED] percent yearly thereafter.
- [5] Subscriber fee for local-into-local via satellite is assumed to be [REDACTED] month.
- [6] As local broadcast stations have increasingly elected retransmission consent over must-carry status, they have negotiated license fees from MVPDs who carry their channels. The model assumes that the average license fee is [REDACTED] per month per user in year two. Given a [REDACTED] local-into-local fee, this equates to an [REDACTED] gross margin on local-into-local service. This margin is assumed to decrease over time: [REDACTED] in year three, [REDACTED] in year four, [REDACTED] in years five and six.
- [7] Subscriber acquisition costs ("SAC") reflect the expenses incurred by DIRECTV for each gross add. This includes hardware, installation costs, and commissions. In years two and three of the model this SAC amounts to \$[REDACTED] add. It increases to [REDACTED] four, and is assumed to be [REDACTED]. In addition, roughly [REDACTED] of SAC involves fixed marketing costs. Removing this fixed portion of SAC yields a SAC of [REDACTED] (Years 2 and 3), [REDACTED] (Year 4) [REDACTED] (Year 5 and 6).
- [8] Additional technology transition costs are incurred for new gross additions. These incremental costs reflect the cost difference between the Ku-band and Ka-band equipment. In the first two years this differential is estimated to be [REDACTED] decreasing to [REDACTED] in years four to six to reflect volume discounts on the Ka-band box units. Note that even though we assume DIRECTV doesn't start offering local-into-local via satellite until the middle of Year 2, we make the conservative assumption that these incremental SAC expenses are attributed to ALL gross adds from the beginning of Year 2.
- [9] Recurring backhaul expense per market per month [REDACTED]. This reflects the cost of transporting the local broadcast signal from the LCF to the RF Uplink where it can be transmitted to the satellite for local-into-local retransmission into the DMA.

Appendix N

EchoStar provides local-into-local

Number of LIL Channels 13

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	247,211	249,683	252,180	254,702	257,249
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

EchoStar provides local-into-local

Number of LIL Channels 13

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	247,211	249,683	252,180	254,702	257,249
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Montgomery AL

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 13

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Cutomers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	██	██	██	██	██
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	\$██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Montgomery AL

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 13

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

[86] Market level capital expenditures-outflow ██████████

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL ██████████ ██████████ ██████████ ██████████ ██████████

[88] Cash Flows-No LIL ██████████ ██████████ ██████████ ██████████ ██████████

[89] Incr/(Decr) from No LIL ██████████ ██████████ ██████████ ██████████ ██████████

[90] NPV without Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[91] IRR ██████████

[92] Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[93] Cash Flows with Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[94] NPV with Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[95] IRR ██████████

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	205,645	207,701	209,778	211,876	213,995
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	11.1%
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Columbus GA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	██	██	██	██	██
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	\$██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	██	██	██	██	██

Columbus GA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

--	--	--	--	--	--

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

--	--	--	--	--	--

Amarillo TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 13

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	██████	██████	██████	██████	██████
[2]	Beginning Customers	██████	██████	██████	██████	██████
[3]	Gross Adds	██████	██████	██████	██████	██████
[4]	Disconnects	██████	██████	██████	██████	██████
[5]	Ending Customers	██████	██████	██████	██████	██████
[6]	Average Customers (2 pt avg)	██████	██████	██████	██████	██████
[7]	Ending DIRECTV Market Share	██████	██████	██████	██████	██████
[8]	Disconnect Rate	██████	██████	██████	██████	██████
[9]	Average Gross Adds per Month	██████	██████	██████	██████	██████
[10]	Gross Add Rate	██████	██████	██████	██████	██████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	██████	██████	██████	██████	██████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	██████	██████	██████	██████	██████

Expenses:

[14]	Programming Costs	██████	██████	██████	██████	██████
[15]	Bad Debt	██████	██████	██████	██████	██████
[16]	Customer related	██████	██████	██████	██████	██████
[17]	Total Direct costs	\$██████	██████	██████	██████	██████
[18]	Total Direct Margin	██████	██████	██████	██████	██████
[19]	Total Direct Margin %	██████	██████	██████	██████	██████
[20]	SAC Costs - No LIL	██████	██████	██████	██████	██████
[21]	Total Expenses:	██████	██████	██████	██████	██████
[22]	Cash Based OPBDA	██████	██████	██████	██████	██████
[23]	Cash Based OPBDA %	██████	██████	██████	██████	██████

Amarillo TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels

13

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	192,913	194,842	196,791	198,758	200,746
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	-	████	████	████	████
[36]	LIL Gross Adds	████	████	-	-	-
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	-	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	-	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	-	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Amarillo TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels

13

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Cutomers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Amarillo TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 13

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] **Market level capital expenditures-outflow**

--	--	--	--	--	--

NPV-Based on var from No LIL to With LIL case

[87] **Cash Flows-With LIL**

--	--	--	--	--	--

[88] **Cash Flows-No LIL**

--	--	--	--	--	--

[89] **Incr/(Decr) from No LIL**

--	--	--	--	--	--

[90] **NPV without Terminal Value**

--	--	--	--	--	--

[91] **IRR**

--	--	--	--	--	--

[92] **Terminal Value**

					\$
--	--	--	--	--	----

[93] **Cash Flows with Terminal Value**

--	--	--	--	--	--

[94] **NPV with Terminal Value**

--	--	--	--	--	--

[95] **IRR**

--	--	--	--	--	--

Appendix N

EchoStar provides local-into-local
Number of LIL Channels

8

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	177,492	179,267	181,060	182,870	184,699
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Monroe LA-El Dorado AR

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	\$				
LIL Revenue:					
[67] Existing Cutomers Upgrade					
[68] Baseline Gross Adds Sell-in					
[69] Additional to Baseline Gross Adds					
[70] Total LIL Revenue					
[71] Total Revenue					
Expenses:					
[72] Programming Costs	\$				
[73] Bad Debt					
[74] Customer related	\$				
[75] Total Direct costs	\$				
[76] Total Direct Margin					
[77] Total Direct Margin %					
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario					
[79] Incremental SAC with LIL					
[80] Total SAC Costs					
[81] Backhaul Expenses	\$				
[82] Box replacement costs					
[83] Total Expenses:					
[84] Cash Based OPBDA					
[85] Cash Based OPBDA %					

Monroe LA-El Dorado AR

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

EchoStar provides local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	161,009	162,619	164,245	165,888	167,547
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	\$████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████
[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Erie PA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 5

		Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL						
Revenue:						
[66]	Package Revenue	\$				
LIL Revenue:						
[67]	Existing Cutomers Upgrade	\$				
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					
Expenses:						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin	\$				
[77]	Total Direct Margin %					
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs					
[83]	Total Expenses:					
[84]	Cash Based OPBDA	\$				
[85]	Cash Based OPBDA %					

Erie PA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Sioux City IA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	159,415	161,009	162,619	164,245	165,888
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	\$█	█	█	█	█

Expenses:

[14]	Programming Costs	\$█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	\$█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	\$█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	\$█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	159,415	161,009	162,619	164,245	165,888
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Sioux City IA

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	\$████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Sioux City IA

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Joplin MO-Pittsburg KS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels

7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	157,522	159,097	160,688	162,295	163,918
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	\$█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	\$█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Joplin MO-Pittsburg KS

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████████	████████	████████	████████	████████
[71] Total Revenue	████████	████████	████████	████████	████████
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████████	████████	████████	████████	████████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	\$████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████████	████████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Joplin MO-Pittsburg KS

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Albany GA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	160,673	162,280	163,903	165,542	167,197
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	\$█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	\$█	█	█	█	█
[21]	Total Expenses:	\$█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Albany GA

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 8

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue \$ [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

LIL Revenue:

[67] Existing Customers Upgrade [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[68] Baseline Gross Adds Sell-in \$ [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[69] Additional to Baseline Gross Adds [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[70] Total LIL Revenue [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[71] **Total Revenue** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Expenses:

[72] Programming Costs [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[73] Bad Debt [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[74] Customer related [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[75] Total Direct costs [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[76] Total Direct Margin [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[77] Total Direct Margin % [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[79] Incremental SAC with LIL [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[80] Total SAC Costs [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[81] **Backhaul Expenses** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[82] **Box replacement costs** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[83] **Total Expenses:** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[84] **Cash Based OPBDA** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[85] **Cash Based OPBDA %** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Albany GA

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					\$
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	148,818	150,306	151,809	153,327	154,861
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	\$█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Wichita Falls TX-Lawton OK

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	\$████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	██	██	0
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Wichita Falls TX-Lawton OK

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels **6**

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Lubbock TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 11

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	154,245	155,787	157,345	158,919	160,508
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	\$████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	\$████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Appendix N

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Lubbock TX

EchoStar provides local-into-local

Number of LIL Channels 11

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	154,245	155,787	157,345	158,919	160,508
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Lubbock TX

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 11

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	\$				
LIL Revenue:					
[67] Existing Customers Upgrade	\$				
[68] Baseline Gross Adds Sell-in	\$				
[69] Additional to Baseline Gross Adds					
[70] Total LIL Revenue					
[71] Total Revenue					
Expenses:					
[72] Programming Costs					
[73] Bad Debt					
[74] Customer related					
[75] Total Direct costs					
[76] Total Direct Margin					
[77] Total Direct Margin %					
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario					
[79] Incremental SAC with LIL					
[80] Total SAC Costs					
[81] Backhaul Expenses					
[82] Box replacement costs					
[83] Total Expenses:					
[84] Cash Based OPBDA					
[85] Cash Based OPBDA %					

Lubbock TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 11

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL cas					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Salisbury MD

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	140,836	142,244	143,667	145,103	146,555
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	\$█	█	█	█	█
[12] LIL Revenue	-	-	-	-	-
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	\$█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	\$█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	\$█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

Salisbury MD

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	140,836	142,244	143,667	145,103	146,555
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	-	████	████	████	████
[36] LIL Gross Adds	████	████	-	-	-
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	-	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	-	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	-	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Salisbury MD

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	\$████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	\$████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	\$████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Salisbury MD

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REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Bluefield-Beckley WV

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REDACTED -- FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1] TV HH	147,613	149,089	150,580	152,086	153,607
[2] Beginning Customers	████	████	████	████	████
[3] Gross Adds	████	████	████	████	████
[4] Disconnects	████	████	████	████	████
[5] Ending Customers	████	████	████	████	████
[6] Average Customers (2 pt avg)	████	████	████	████	████
[7] Ending DIRECTV Market Share	████	████	████	████	████
[8] Disconnect Rate	████	████	████	████	████
[9] Average Gross Adds per Month	████	████	████	████	████
[10] Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11] Base Package Revenue	████	████	████	████	████
[12] LIL Revenue	-	-	-	-	-
[13] Total Revenue	████	████	████	████	████

Expenses:

[14] Programming Costs	████	████	████	████	████
[15] Bad Debt	████	████	████	████	████
[16] Customer related	████	████	████	████	████
[17] Total Direct costs	████	████	████	████	████
[18] Total Direct Margin	████	████	████	████	████
[19] Total Direct Margin %	████	████	████	████	████
[20] SAC Costs - No LIL	████	████	████	████	████
[21] Total Expenses:	████	████	████	████	████

[22] Cash Based OPBDA	████	████	████	████	████
[23] Cash Based OPBDA %	████	████	████	████	████

Bluefield-Beckley WV

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	\$████	████	████	████	████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	\$████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	\$████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Bluefield-Beckley WV

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REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Terre Haute IN

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REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	153,308	154,841	156,389	157,953	159,533
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Terre Haute IN

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REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	153,308	154,841	156,389	157,953	159,533
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	-	████	████	████	████
[36] LIL Gross Adds	████	████	-	-	-
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	-	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	-	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	-	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Terre Haute IN

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REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 5

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue \$ [redacted] [redacted] [redacted] [redacted] [redacted]

LIL Revenue:

[67] Existing Customers Upgrade [redacted] [redacted] [redacted] [redacted] [redacted]

[68] Baseline Gross Adds Sell-in [redacted] [redacted] [redacted] [redacted] [redacted]

[69] Additional to Baseline Gross Adds [redacted] [redacted] [redacted] [redacted] [redacted]

[70] Total LIL Revenue [redacted] [redacted] [redacted] [redacted] [redacted]

[71] **Total Revenue** [redacted] [redacted] [redacted] [redacted] [redacted]

Expenses:

[72] Programming Costs [redacted] [redacted] [redacted] [redacted] [redacted]

[73] Bad Debt \$ [redacted] [redacted] [redacted] [redacted] [redacted]

[74] Customer related [redacted] [redacted] [redacted] [redacted] [redacted]

[75] Total Direct costs [redacted] [redacted] [redacted] [redacted] [redacted]

[76] Total Direct Margin [redacted] [redacted] [redacted] [redacted] [redacted]

[77] Total Direct Margin % [redacted] [redacted] [redacted] [redacted] [redacted]

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario [redacted] [redacted] [redacted] [redacted] [redacted]

[79] Incremental SAC with LIL [redacted] [redacted] [redacted] [redacted] [redacted]

[80] Total SAC Costs [redacted] [redacted] [redacted] [redacted] [redacted]

[81] Backhaul Expenses [redacted] [redacted] [redacted] [redacted] [redacted]

[82] Box replacement costs [redacted] [redacted] [redacted] [redacted] [redacted]

[83] **Total Expenses:** \$ [redacted] [redacted] [redacted] [redacted] [redacted]

[84] **Cash Based OPBDA** [redacted] [redacted] [redacted] [redacted] [redacted]

[85] **Cash Based OPBDA %** [redacted] [redacted] [redacted] [redacted] [redacted]

Terre Haute IN

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL cas					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Wheeling WV-Steubenville OH

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	142,766	144,194	145,636	147,092	148,563
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	\$████	████	████	████	████
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Wheeling WV-Steubenville OH

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REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 4

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue \$ [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

LIL Revenue:

[67] Existing Cutomers Upgrade [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[68] Baseline Gross Adds Sell-in [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[69] Additional to Baseline Gross Adds [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[70] Total LIL Revenue [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[71] **Total Revenue** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Expenses:

[72] Programming Costs [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[73] Bad Debt [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[74] Customer related \$ [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[75] Total Direct costs [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[76] Total Direct Margin [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[77] Total Direct Margin % [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[79] Incremental SAC with LIL [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[80] Total SAC Costs [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[81] **Backhaul Expenses** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[82] **Box replacement costs** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[83] **Total Expenses:** \$ [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[84] **Cash Based OPBDA** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

[85] **Cash Based OPBDA %** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Wheeling WV-Steubenville OH

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					=6,009
[89] Incr/(Decr) from No LIL	-\$				
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Panama City FL

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	137,270	138,643	140,029	141,429	142,844
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	\$████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████
[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Panama City FL

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-					
Customer Profile					
[24] TV HH	137,270	138,643	140,029	141,429	142,844
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Panama City FL

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels

8

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	\$██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	\$██	██	██	██	██
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	██	██	██	██	██
[76] Total Direct Margin	\$██	██	██	██	██
[77] Total Direct Margin %	██	██	██	██	██
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	\$██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	██	██	██	██	██
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Panama City FL

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Binghamton NY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	141,370	142,784	144,212	145,654	147,110
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████

[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Binghamton NY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	██████████	██████████	██████████	██████████	██████████
LIL Revenue:					
[67] Existing Customers Upgrade	██████	██████	██████	██████	██████
[68] Baseline Gross Adds Sell-in	██████	██████	██████	██████	██████
[69] Additional to Baseline Gross Adds	\$██████	██████	██████	██████	██████
[70] Total LIL Revenue	\$██████████	██████████	██████████	██████████	██████████
[71] Total Revenue	██████████	██████████	██████████	██████████	██████████
Expenses:					
[72] Programming Costs	\$██████████	██████████	██████████	██████████	██████████
[73] Bad Debt	██████	██████	██████	██████	██████
[74] Customer related	\$██████	██████	██████	██████	██████
[75] Total Direct costs	██████████	██████████	██████████	██████████	██████████
[76] Total Direct Margin	██████████	██████████	██████████	██████████	██████████
[77] Total Direct Margin %	██████████	██████████	██████████	██████████	██████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██████████	██████████	██████████	██████████	██████████
[79] Incremental SAC with LIL	██████████	██████████	██████████	██████████	██████████
[80] Total SAC Costs	\$██████████	██████████	██████████	██████████	██████████
[81] Backhaul Expenses	██████	██████	██████	██████	██████
[82] Box replacement costs	██████	██████	██████	██████	██████
[83] Total Expenses:	██████████	██████████	██████████	██████████	██████████
[84] Cash Based OPBDA	██████████	██████████	██████████	██████████	██████████
[85] Cash Based OPBDA %	██████████	██████████	██████████	██████████	██████████

Binghamton NY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Minot-Bismarck-Dickinson ND

EchoStar provides local-into-local

Number of LIL Channels 17

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	134,917	136,266	137,629	139,005	140,395
[2]	Beginning Customers	██████████	██████████	██████████	██████████	██████████
[3]	Gross Adds	██████████	██████████	██████████	██████████	██████████
[4]	Disconnects	██████████	██████████	██████████	██████████	██████████
[5]	Ending Customers	██████████	██████████	██████████	██████████	██████████
[6]	Average Customers (2 pt avg)	██████████	██████████	██████████	██████████	██████████
[7]	Ending DIRECTV Market Share	██████████	██████████	██████████	██████████	██████████
[8]	Disconnect Rate	██████████	██████████	██████████	██████████	██████████
[9]	Average Gross Adds per Month	██████████	██████████	██████████	██████████	██████████
[10]	Gross Add Rate	██████████	██████████	██████████	██████████	██████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	██████████	██████████	██████████	██████████	██████████
[12]	LIL Revenue	█	█	█	█	-
[13]	Total Revenue	██████████	██████████	██████████	██████████	██████████

Expenses:

[14]	Programming Costs	██████████	██████████	██████████	██████████	██████████
[15]	Bad Debt	\$██████████	██████████	██████████	██████████	██████████
[16]	Customer related	\$██████████	██████████	██████████	██████████	██████████
[17]	Total Direct costs	██████████	██████████	██████████	██████████	██████████
[18]	Total Direct Margin	██████████	██████████	██████████	██████████	██████████
[19]	Total Direct Margin %	██████████	██████████	██████████	██████████	██████████
[20]	SAC Costs - No LIL	\$██████████	██████████	██████████	██████████	██████████
[21]	Total Expenses:	██████████	██████████	██████████	██████████	██████████

[22]	Cash Based OPBDA	██████████	██████████	██████████	██████████	██████████
[23]	Cash Based OPBDA %	██████████	██████████	██████████	██████████	██████████

Minot-Bismarck-Dickinson ND

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 17

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	\$████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	██	██	██	██	██
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	\$████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Minot-Bismarck-Dickinson ND

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 17

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Biloxi-Gulfport MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	138,813	140,201	141,603	143,019	144,449
[2]	Beginning Customers	_____	_____	_____	_____	_____
[3]	Gross Adds	_____	_____	_____	_____	_____
[4]	Disconnects	_____	_____	_____	_____	_____
[5]	Ending Customers	_____	_____	_____	_____	_____
[6]	Average Customers (2 pt avg)	_____	_____	_____	_____	_____
[7]	Ending DIRECTV Market Share	_____	_____	_____	_____	_____
[8]	Disconnect Rate	_____	_____	_____	_____	_____
[9]	Average Gross Adds per Month	_____	_____	_____	_____	_____
[10]	Gross Add Rate	_____	_____	_____	_____	_____

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	_____	_____	_____	_____	_____
[12]	LIL Revenue	-	-	-	-	-
[13]	Total Revenue	_____	_____	_____	_____	_____

Expenses:

[14]	Programming Costs	_____	_____	_____	_____	_____
[15]	Bad Debt	_____	_____	_____	_____	_____
[16]	Customer related	\$_____	_____	_____	_____	_____
[17]	Total Direct costs	\$_____	_____	_____	_____	_____
[18]	Total Direct Margin	\$_____	_____	_____	_____	_____
[19]	Total Direct Margin %	_____	_____	_____	_____	_____
[20]	SAC Costs - No LIL	_____	_____	_____	_____	_____
[21]	Total Expenses:	\$_____	_____	_____	_____	_____

[22]	Cash Based OPBDA	_____	_____	_____	_____	_____
[23]	Cash Based OPBDA %	_____	_____	_____	_____	_____

Biloxi-Gulfport MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	██████	██████	██████	██████	██████
[68] Baseline Gross Adds Sell-in	██████	██████	██████	██████	██████
[69] Additional to Baseline Gross Adds	██████	██████	██████	██████	██████
[70] Total LIL Revenue	████████	████████	████████	████████	████████
[71] Total Revenue	\$████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	██████	██████	██████	██████	██████
[74] Customer related	██████	██████	██████	██████	██████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████████	████████	████████	████████	████████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	██████	██████	██████	██████	██████
[82] Box replacement costs	██████	██████	██████	██████	██████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Biloxi-Gulfport MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	128,156	129,438	130,732	132,039	133,360
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████
[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

EchoStar provides local-into-local

Number of LIL Channels

6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	128,156	129,438	130,732	132,039	133,360
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	310
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	-
[37] LIL Disconnects	████	████	████	████	784
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Sherman TX-Ada OK

Appendix N

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EchoStar provides local-into-local
Number of LIL Channels

6

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Sherman TX-Ada OK

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	123,316	124,549	125,795	127,053	128,323
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

EchoStar provides local-into-local

Number of LIL Channels

6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	123,316	124,549	125,795	127,053	128,323
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Gainesville FL

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	████	████	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	████	████	████	████	████

Gainesville FL

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels **6**

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Idaho Falls-Pocatello ID

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 10

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	116,724	117,891	119,070	120,261	121,463
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████
[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Idaho Falls-Pocatello ID

EchoStar provides local-into-local

Number of LIL Channels 10

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	116,724	117,891	119,070	120,261	121,463
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Idaho Falls-Pocatello ID

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 10

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Idaho Falls-Pocatello ID

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 10

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Abilene-Sweetwater TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	114,477	115,622	116,778	117,946	119,125
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████

[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

EchoStar provides local-into-local
Number of LIL Channels

8

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	114,477	115,622	116,778	117,946	119,125
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Abilene-Sweetwater TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Abilene-Sweetwater TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Hattiesburg-Laurel MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	107,509	108,584	109,670	110,767	111,874
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████

[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Hattiesburg-Laurel MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████████	████████	████████	████████	████████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████	████	████	████	████

Hattiesburg-Laurel MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Clarksburg-Weston WV

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	111,734	112,851	113,980	115,120	116,271
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████

[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

EchoStar provides local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	111,734	112,851	113,980	115,120	116,271
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Clarksburg-Weston WV

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	██████████	██████████	██████████	██████████	██████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	██████████	██████████	██████████	██████████	██████████
Expenses:					
[72] Programming Costs	██████████	██████████	██████████	██████████	██████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	██████████	██████████	██████████	██████████	██████████
[76] Total Direct Margin	██████████	██████████	██████████	██████████	██████████
[77] Total Direct Margin %	██████████	██████████	██████████	██████████	██████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██████████	██████████	██████████	██████████	██████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	██████████	██████████	██████████	██████████	██████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	██████████	██████████	██████████	██████████	██████████
[84] Cash Based OPBDA	██████████	██████████	██████████	██████████	██████████
[85] Cash Based OPBDA %	██████████	██████████	██████████	██████████	██████████

Clarksburg-Weston WV

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

EchoStar does not and will not provide local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	103,463	104,498	105,543	106,598	107,664
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████

[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

EchoStar does not and will not provide local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	103,463	104,498	105,543	106,598	107,664
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Yuma AZ

Appendix N

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EchoStar does not and will not provide local-into-local

Number of LIL Channels 8

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████████	████████	████████	████████	████████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Yuma AZ

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Missoula MT

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 9

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	109,404	110,498	111,603	112,719	113,846
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

EchoStar provides local-into-local

Number of LIL Channels

9

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	109,404	110,498	111,603	112,719	113,846
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Missoula MT

Appendix N

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EchoStar provides local-into-local
Number of LIL Channels

9

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Cutomers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Missoula MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 9

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

EchoStar does not and will not provide local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	109,114	110,205	111,307	112,420	113,544
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████
[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Utica NY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	████	████	████	████	████

Utica NY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Billings MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	105,464	106,519	107,584	108,660	109,746
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████

[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Billings MT

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████████	████████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Billings MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels **6**

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

EchoStar provides local-into-local

Number of LIL Channels **6**

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	104,441	105,485	106,540	107,606	108,682
[2] Beginning Customers	████	████	████	████	████
[3] Gross Adds	████	████	████	████	████
[4] Disconnects	████	████	████	████	████
[5] Ending Customers	████	████	████	████	████
[6] Average Customers (2 pt avg)	████	████	████	████	████
[7] Ending DIRECTV Market Share	████	████	████	████	████
[8] Disconnect Rate	████	████	████	████	████
[9] Average Gross Adds per Month	████	████	████	████	████
[10] Gross Add Rate	████	████	████	████	████
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	████	████	████	████	████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	████	████	████	████	████
Expenses:					
[14] Programming Costs	████	████	████	████	████
[15] Bad Debt	████	████	████	████	████
[16] Customer related	████	████	████	████	████
[17] Total Direct costs	████	████	████	████	████
[18] Total Direct Margin	████	████	████	████	████
[19] Total Direct Margin %	████	████	████	████	████
[20] SAC Costs - No LIL	████	████	████	████	████
[21] Total Expenses:	████	████	████	████	████
[22] Cash Based OPBDA	████	████	████	████	████
[23] Cash Based OPBDA %	████	████	████	████	████

EchoStar provides local-into-local

Number of LIL Channels

6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	104,441	105,485	106,540	107,606	108,682
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Quincy IL-Hannibal MO-Keokuk IA

Appendix N

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EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	██	██	██	██	██
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Quincy IL-Hannibal MO-Keokuk IA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

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NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

--	--	--	--	--	--

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

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[95] IRR

--	--	--	--	--	--

Appendix N

EchoStar does not and will not provide local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	97,743	98,720	99,708	100,705	101,712
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

EchoStar does not and will not provide local-into-local
Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	97,743	98,720	99,708	100,705	101,712
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	.	████	████	████	████
[36] LIL Gross Adds	████	████	.	.	.
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	.	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	.	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	.	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Elmira NY

Appendix N

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EchoStar does not and will not provide local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Elmira NY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1] TV HH	69,525	70,220	70,922	71,632	72,348
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█

Expenses:

[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	69,525	70,220	70,922	71,632	72,348
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Jackson TN

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Jackson TN

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Lake Charles LA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels **4**

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	97,541	98,516	99,502	100,497	101,502
[2] Beginning Customers	████████	████████	████████	████████	████████
[3] Gross Adds	████████	████████	████████	████████	████████
[4] Disconnects	████████	████████	████████	████████	████████
[5] Ending Customers	████████	████████	████████	████████	████████
[6] Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7] Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8] Disconnect Rate	████████	████████	████████	████████	████████
[9] Average Gross Adds per Month	████████	████████	████████	████████	████████
[10] Gross Add Rate	████████	████████	████████	████████	████████
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	████████	████████	████████	████████	████████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[14] Programming Costs	████████	████████	████████	████████	████████
[15] Bad Debt	████████	████████	████████	████████	████████
[16] Customer related	████████	████████	████████	████████	████████
[17] Total Direct costs	████████	████████	████████	████████	████████
[18] Total Direct Margin	████████	████████	████████	████████	████████
[19] Total Direct Margin %	████████	████████	████████	████████	████████
[20] SAC Costs - No LIL	████████	████████	████████	████████	████████
[21] Total Expenses:	████████	████████	████████	████████	████████
[22] Cash Based OPBDA	████████	████████	████████	████████	████████
[23] Cash Based OPBDA %	████████	████████	████████	████████	████████

Lake Charles LA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	97,541	98,516	99,502	100,497	101,502
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Lake Charles LA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] Cash Based OPBDA

[85] Cash Based OPBDA %

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Lake Charles LA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

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NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

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[88] Cash Flows-No LIL

--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--

[91] IRR

[92] Terminal Value

--	--	--	--	--

[93] Cash Flows with Terminal Value

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[94] NPV with Terminal Value

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[95] IRR

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Watertown NY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	91,111	92,022	92,942	93,872	94,810
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

EchoStar does not and will not provide local-into-local
Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	91,111	92,022	92,942	93,872	94,810
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Watertown NY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Watertown NY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Rapid City SD

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 14

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1] TV HH	98,416	99,400	100,394	101,398	102,412
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█

Expenses:

[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

Rapid City SD

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels

14

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	98,416	99,400	100,394	101,398	102,412
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Rapid City SD

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 14

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:						
[66]	Package Revenue	████	████	████	████	████
LIL Revenue:						
[67]	Existing Customers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	██	██	██	██	██
[69]	Additional to Baseline Gross Adds	██	██	██	██	██
[70]	Total LIL Revenue	██	██	██	██	██
[71]	Total Revenue	████	████	████	████	████
Expenses:						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	██	██	██	██	██
[74]	Customer related	██	██	██	██	██
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario	████	████	████	████	████
[79]	Incremental SAC with LIL	██	██	██	██	██
[80]	Total SAC Costs	████	████	████	████	████
[81]	Backhaul Expenses	██	██	██	██	██
[82]	Box replacement costs	██	██	██	██	██
[83]	Total Expenses:	████	████	████	████	████
[84]	Cash Based OPBDA	████	████	████	████	████
[85]	Cash Based OPBDA %	████	████	████	████	████

Rapid City SD

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 14

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Marquette MI

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	91,296	92,209	93,131	94,062	95,003
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	91,296	92,209	93,131	94,062	95,003
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Marquette MI

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:						
[66]	Package Revenue	████	████	████	████	████
LIL Revenue:						
[67]	Existing Customers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	██	██	██	██	██
[69]	Additional to Baseline Gross Adds	██	██	██	██	██
[70]	Total LIL Revenue	██	██	██	██	██
[71]	Total Revenue	████	████	████	████	████
Expenses:						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	██	██	██	██	██
[74]	Customer related	██	██	██	██	██
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario	████	████	████	████	████
[79]	Incremental SAC with LIL	██	██	██	██	██
[80]	Total SAC Costs	████	████	████	████	████
[81]	Backhaul Expenses	██	██	██	██	██
[82]	Box replacement costs	██	██	██	██	██
[83]	Total Expenses:	████	████	████	████	████
[84]	Cash Based OPBDA	████	████	████	████	████
[85]	Cash Based OPBDA %	████	████	████	████	████

Marquette MI

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Alexandria LA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	95,068	96,019	96,979	97,949	98,928
[2] Beginning Customers	██████████	██████████	██████████	██████████	██████████
[3] Gross Adds	██████████	██████████	██████████	██████████	██████████
[4] Disconnects	██████████	██████████	██████████	██████████	██████████
[5] Ending Customers	██████████	██████████	██████████	██████████	██████████
[6] Average Customers (2 pt avg)	██████████	██████████	██████████	██████████	██████████
[7] Ending DIRECTV Market Share	██████████	██████████	██████████	██████████	██████████
[8] Disconnect Rate	██████████	██████████	██████████	██████████	██████████
[9] Average Gross Adds per Month	██████████	██████████	██████████	██████████	██████████
[10] Gross Add Rate	██████████	██████████	██████████	██████████	██████████
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	██████████	██████████	██████████	██████████	██████████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	██████████	██████████	██████████	██████████	██████████
Expenses:					
[14] Programming Costs	██████████	██████████	██████████	██████████	██████████
[15] Bad Debt	██████████	██████████	██████████	██████████	██████████
[16] Customer related	██████████	██████████	██████████	██████████	██████████
[17] Total Direct costs	██████████	██████████	██████████	██████████	██████████
[18] Total Direct Margin	██████████	██████████	██████████	██████████	██████████
[19] Total Direct Margin %	██████████	██████████	██████████	██████████	██████████
[20] SAC Costs - No LIL	██████████	██████████	██████████	██████████	██████████
[21] Total Expenses:	██████████	██████████	██████████	██████████	██████████
[22] Cash Based OPBDA	██████████	██████████	██████████	██████████	██████████
[23] Cash Based OPBDA %	██████████	██████████	██████████	██████████	██████████

EchoStar does not and will not provide local-into-local
Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	95,068	96,019	96,979	97,949	98,928
[25]	Beginning Customers	█	█	█	█	█
[26]	Gross Adds	█	█	█	█	█
[27]	Disconnects	█	█	█	█	█
[28]	Ending Customers	█	█	█	█	█
[29]	Average Customers (2 pt avg)	█	█	█	█	█
[30]	Ending Penetration	█	█	█	█	█
[31]	Disconnect Rate	█	█	█	█	█
[32]	Average Gross Adds per Month	█	█	█	█	█
[33]	Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	█	█	█	█	█
[35]	LIL Beginning Customers	█	█	█	█	█
[36]	LIL Gross Adds	█	█	█	█	█
[37]	LIL Disconnects	█	█	█	█	█
[38]	Ending Customers	█	█	█	█	█
[39]	Average Customers (2 pt avg)	█	█	█	█	█
[40]	LIL Penetration	█	█	█	█	█
[41]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	█	█	█	█	█
[43]	LIL Beginning Customers	█	█	█	█	█
[44]	LIL Gross Adds	█	█	█	█	█
[45]	LIL Disconnects	█	█	█	█	█
[46]	Ending Customers	█	█	█	█	█
[47]	Average Customers (2 pt avg)	█	█	█	█	█
[48]	LIL Penetration	█	█	█	█	█
[49]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	█	█	█	█	█
[51]	LIL Beginning Customers	█	█	█	█	█
[52]	LIL Gross Adds	█	█	█	█	█
[53]	LIL Disconnects	█	█	█	█	█
[54]	Ending Customers	█	█	█	█	█
[55]	Average Customers (2 pt avg)	█	█	█	█	█
[56]	LIL Penetration	█	█	█	█	█
[57]	Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58]	Total Customers + Lift	█	█	█	█	█
[59]	LIL Beginning Customers	█	█	█	█	█
[60]	LIL Gross Adds	█	█	█	█	█
[61]	LIL Disconnects	█	█	█	█	█
[62]	Ending Customers	█	█	█	█	█
[63]	Average Customers (2 pt avg)	█	█	█	█	█
[64]	LIL Penetration	█	█	█	█	█
[65]	Disconnect Rate	█	█	█	█	█

Alexandria LA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████████	████████	████████	████████	████████
[71] Total Revenue	████████	████████	████████	████████	████████
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Alexandria LA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow	[REDACTED]				
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[88] Cash Flows-No LIL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[89] Incr/(Decr) from No LIL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[90] NPV without Terminal Value	[REDACTED]				
[91] IRR	[REDACTED]				
[92] Terminal Value					[REDACTED]
[93] Cash Flows with Terminal Value	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[94] NPV with Terminal Value	[REDACTED]				
[95] IRR	[REDACTED]				

Jonesboro AR

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	91,682	92,599	93,525	94,460	95,405
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████
[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	91,682	92,599	93,525	94,460	95,405
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Jonesboro AR

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 3

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	████	████	████	████	████

Jonesboro AR

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Charlottesville VA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1] TV HH	62,060	62,681	63,307	63,940	64,580
[2] Beginning Customers	████	████	████	████	████
[3] Gross Adds	████	████	████	████	████
[4] Disconnects	████	████	████	████	████
[5] Ending Customers	████	████	████	████	████
[6] Average Customers (2 pt avg)	████	████	████	████	████
[7] Ending DIRECTV Market Share	████	████	████	████	████
[8] Disconnect Rate	████	████	████	████	████
[9] Average Gross Adds per Month	██	██	██	██	██
[10] Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11] Base Package Revenue	████	████	████	████	████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	████	████	████	████	████

Expenses:

[14] Programming Costs	████	████	████	████	████
[15] Bad Debt	██	██	██	██	██
[16] Customer related	████	████	████	████	████
[17] Total Direct costs	████	████	████	████	████
[18] Total Direct Margin	████	████	████	████	████
[19] Total Direct Margin %	████	████	████	████	████
[20] SAC Costs - No LIL	██	██	██	██	██
[21] Total Expenses:	████	████	████	████	████
[22] Cash Based OPBDA	████	████	████	████	████
[23] Cash Based OPBDA %	████	████	████	████	████

Charlottesville VA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	62,060	62,681	63,307	63,940	64,580
[25]	Beginning Customers	█	█	█	█	█
[26]	Gross Adds	█	█	█	█	█
[27]	Disconnects	█	█	█	█	█
[28]	Ending Customers	█	█	█	█	█
[29]	Average Customers (2 pt avg)	█	█	█	█	█
[30]	Ending Penetration	█	█	█	█	█
[31]	Disconnect Rate	█	█	█	█	█
[32]	Average Gross Adds per Month	█	█	█	█	█
[33]	Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	█	█	█	█	█
[35]	LIL Beginning Customers	█	█	█	█	█
[36]	LIL Gross Adds	█	█	█	█	█
[37]	LIL Disconnects	█	█	█	█	█
[38]	Ending Customers	█	█	█	█	█
[39]	Average Customers (2 pt avg)	█	█	█	█	█
[40]	LIL Penetration	█	█	█	█	█
[41]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	█	█	█	█	█
[43]	LIL Beginning Customers	█	█	█	█	█
[44]	LIL Gross Adds	█	█	█	█	█
[45]	LIL Disconnects	█	█	█	█	█
[46]	Ending Customers	█	█	█	█	█
[47]	Average Customers (2 pt avg)	█	█	█	█	█
[48]	LIL Penetration	█	█	█	█	█
[49]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	█	█	█	█	█
[51]	LIL Beginning Customers	█	█	█	█	█
[52]	LIL Gross Adds	█	█	█	█	█
[53]	LIL Disconnects	█	█	█	█	█
[54]	Ending Customers	█	█	█	█	█
[55]	Average Customers (2 pt avg)	█	█	█	█	█
[56]	LIL Penetration	█	█	█	█	█
[57]	Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58]	Total Customers + Lift	█	█	█	█	█
[59]	LIL Beginning Customers	█	█	█	█	█
[60]	LIL Gross Adds	█	█	█	█	█
[61]	LIL Disconnects	█	█	█	█	█
[62]	Ending Customers	█	█	█	█	█
[63]	Average Customers (2 pt avg)	█	█	█	█	█
[64]	LIL Penetration	█	█	█	█	█
[65]	Disconnect Rate	█	█	█	█	█

Charlottesville VA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Charlottesville VA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Bowling Green KY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	85,560	86,416	87,280	88,153	89,034
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Bowling Green KY

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	85,560	86,416	87,280	88,153	89,034
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Bowling Green KY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:						
[66]	Package Revenue	████	████	████	████	████
LIL Revenue:						
[67]	Existing Cutomers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	██	██	██	██	██
[69]	Additional to Baseline Gross Adds	██	██	██	██	██
[70]	Total LIL Revenue	██	██	██	██	██
[71]	Total Revenue	████	████	████	████	████
Expenses:						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	██	██	██	██	██
[74]	Customer related	██	██	██	██	██
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario	████	████	████	████	████
[79]	Incremental SAC with LIL	██	██	██	██	██
[80]	Total SAC Costs	████	████	████	████	████
[81]	Backhaul Expenses	██	██	██	██	██
[82]	Box replacement costs	██	██	██	██	██
[83]	Total Expenses:	████	████	████	████	████
[84]	Cash Based OPBDA	████	████	████	████	████
[85]	Cash Based OPBDA %	████	████	████	████	████

Bowling Green KY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Greenwood-Greenville MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	78,336	79,119	79,911	80,710	81,517
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████
[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Greenwood-Greenville MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 4

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Cutomers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████████	████████	████████	████████	████████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████████	████████	████████	████████	████████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Greenwood-Greenville MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

--	--	--	--	--	--

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

--	--	--	--	--	--

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

--	--	--	--	--	--

Meridian MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	72,989	73,719	74,456	75,201	75,953
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████
[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	72,989	73,719	74,456	75,201	75,953
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Meridian MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████████	████████	████████	████████	████████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Meridian MS

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Grand Junction-Montrose CO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 9

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1] TV HH	66,557	67,223	67,895	68,574	69,259
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█

Expenses:

[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Grand Junction-Montrose CO

EchoStar provides local-into-local

Number of LIL Channels 9

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	66,557	67,223	67,895	68,574	69,259
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█
Total LIL Customers					
[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Grand Junction-Montrose CO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 9

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	██	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Grand Junction-Montrose CO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 9

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Lafayette IN

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	60,265	60,868	61,476	62,091	62,712
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	██	██	██	██	██
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	██	██	██	██	██
[21]	Total Expenses:	████	████	████	████	████
[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Lafayette IN

EchoStar does not and will not provide local-into-local

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	60,265	60,868	61,476	62,091	62,712
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Lafayette IN

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	█	█	█	█	█
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Lafayette IN

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	66,107	66,768	67,436	68,110	68,791
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Parkersburg WV

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	66,107	66,768	67,436	68,110	68,791
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Parkersburg WV

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Parkersburg WV

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 3

Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow ██████████

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL ██████████ ██████████ ██████████ ██████████ ██████████

[88] Cash Flows-No LIL ██████████ ██████████ ██████████ ██████████ ██████████

[89] Incr/(Decr) from No LIL ██████████ ██████████ ██████████ ██████████ ██████████

[90] NPV without Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[91] IRR ██████████

[92] Terminal Value ██████████

[93] Cash Flows with Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[94] NPV with Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[95] IRR ██████████

Great Falls MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	65,795	66,453	67,117	67,789	68,467
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

EchoStar provides local-into-local
Number of LIL Channels

8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	65,795	66,453	67,117	67,789	68,467
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	.	████	████	████	████
[36] LIL Gross Adds	████	████	.	.	.
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	.	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	.	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	.	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Great Falls MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Great Falls MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Twin Falls ID

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 11

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	61,898	62,517	63,142	63,774	64,411
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Twin Falls ID

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels

11

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	61,898	62,517	63,142	63,774	64,411
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	██	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	██	██	██	██	██
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	██	██	██	██	██
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	██	████	████	████
[44] LIL Gross Adds	██	████	████	████	████
[45] LIL Disconnects	██	██	██	██	██
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	██	████	████	████
[52] LIL Gross Adds	██	██	██	██	██
[53] LIL Disconnects	█	██	██	██	██
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	██	██	██	██	██
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Twin Falls ID

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 11

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:						
[66]	Package Revenue	████	████	████	████	████
LIL Revenue:						
[67]	Existing Cutomers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	██	██	██	██	██
[69]	Additional to Baseline Gross Adds	██	██	██	██	██
[70]	Total LIL Revenue	██	██	██	██	██
[71]	Total Revenue	████	████	████	████	████
Expenses:						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	██	██	██	██	██
[74]	Customer related	██	██	██	██	██
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario	██	██	██	██	██
[79]	Incremental SAC with LIL	██	██	██	██	██
[80]	Total SAC Costs	██	██	██	██	██
[81]	Backhaul Expenses	██	██	██	██	██
[82]	Box replacement costs	██	██	██	██	██
[83]	Total Expenses:	████	████	████	████	████
[84]	Cash Based OPBDA	██	██	██	██	██
[85]	Cash Based OPBDA %	██	██	██	██	██

Twin Falls ID

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 11

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	62,922	63,551	64,187	64,829	65,477
[2] Beginning Customers	████	████	████	████	████
[3] Gross Adds	████	████	████	████	████
[4] Disconnects	████	████	████	████	████
[5] Ending Customers	████	████	████	████	████
[6] Average Customers (2 pt avg)	████	████	████	████	████
[7] Ending DIRECTV Market Share	████	████	████	████	████
[8] Disconnect Rate	████	████	████	████	████
[9] Average Gross Adds per Month	████	████	████	████	████
[10] Gross Add Rate	████	████	████	████	████
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	████	████	████	████	████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	████	████	████	████	████
Expenses:					
[14] Programming Costs	████	████	████	████	████
[15] Bad Debt	██	██	██	██	██
[16] Customer related	██	██	██	██	██
[17] Total Direct costs	████	████	████	████	████
[18] Total Direct Margin	████	████	████	████	████
[19] Total Direct Margin %	████	████	████	████	████
[20] SAC Costs - No LIL	████	████	████	████	████
[21] Total Expenses:	████	████	████	████	████
[22] Cash Based OPBDA	████	████	████	████	████
[23] Cash Based OPBDA %	████	████	████	████	████

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	62,922	63,551	64,187	64,829	65,477
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Eureka CA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Cutomers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Eureka CA

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Bend OR

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1] TV HH	56,016	56,576	57,142	57,713	58,290
[2] Beginning Customers	████	████	████	████	████
[3] Gross Adds	████	████	████	████	████
[4] Disconnects	████	████	████	████	████
[5] Ending Customers	████	████	████	████	████
[6] Average Customers (2 pt avg)	████	████	████	████	████
[7] Ending DIRECTV Market Share	████	████	████	████	████
[8] Disconnect Rate	████	████	████	████	████
[9] Average Gross Adds per Month	████	████	████	████	████
[10] Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11] Base Package Revenue	████	████	████	████	████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	████	████	████	████	████

Expenses:

[14] Programming Costs	████	████	████	████	████
[15] Bad Debt	██	██	██	██	██
[16] Customer related	██	██	██	██	██
[17] Total Direct costs	████	████	████	████	████
[18] Total Direct Margin	████	████	████	████	████
[19] Total Direct Margin %	████	████	████	████	████
[20] SAC Costs - No LIL	████	████	████	████	████
[21] Total Expenses:	████	████	████	████	████

[22] Cash Based OPBDA	████	████	████	████	████
[23] Cash Based OPBDA %	████	████	████	████	████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Bend OR

EchoStar does not and will not provide local-into-local

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	56,016	56,576	57,142	57,713	58,290
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Bend OR

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 5

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Bend OR

EchoStar does not and will not provide local-into-local
Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix N

EchoStar provides local-into-local
Number of LIL Channels

9

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	54,497	55,042	55,592	56,148	56,710
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	██	██	██	██	██
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

EchoStar provides local-into-local
Number of LIL Channels 9

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	54,497	55,042	55,592	56,148	56,710
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Cheyenne WY-Scottsbluff NE

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels 9

		Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL						
Revenue:						
[66]	Package Revenue	████	████	████	████	████
LIL Revenue:						
[67]	Existing Customers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	█	█	█	█	█
[69]	Additional to Baseline Gross Adds	█	█	█	█	█
[70]	Total LIL Revenue	██	██	██	██	██
[71]	Total Revenue	████	████	████	████	████
Expenses:						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	█	█	█	█	█
[74]	Customer related	█	█	█	█	█
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario	██	██	██	██	██
[79]	Incremental SAC with LIL	██	██	██	██	██
[80]	Total SAC Costs	████	████	████	████	████
[81]	Backhaul Expenses	██	██	██	██	██
[82]	Box replacement costs	██	██	█	█	█
[83]	Total Expenses:	████	████	████	████	████
[84]	Cash Based OPBDA	████	████	████	████	████
[85]	Cash Based OPBDA %	████	████	████	████	████

Cheyenne WY-Scottsbluff NE

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels 9

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

--	--	--	--	--	--

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

--	--	--	--	--	--

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

--	--	--	--	--	--

Lima OH

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	74,642	75,388	76,142	76,904	77,673
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	██	██	██	██	██
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	██	██	██	██	██
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	██	██	██	██	██
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

EchoStar does not and will not provide local-into-local
Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	74,642	75,388	76,142	76,904	77,673
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Lima OH

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████

LIL Revenue:

[67] Existing Customers Upgrade	██	██	██	██	██
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[68] Baseline Gross Adds Sell-in	█	█	█	█	█
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[69] Additional to Baseline Gross Adds	█	█	█	█	█
--	---	---	---	---	---

[70] Total LIL Revenue	██	██	██	██	██
------------------------	----	----	----	----	----

[71] Total Revenue	████	████	████	████	████
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Expenses:

[72] Programming Costs	████	████	████	████	████
------------------------	------	------	------	------	------

[73] Bad Debt	█	█	█	█	█
---------------	---	---	---	---	---

[74] Customer related	█	█	█	█	█
-----------------------	---	---	---	---	---

[75] Total Direct costs	████	████	████	████	████
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[76] Total Direct Margin	████	████	████	████	████
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[77] Total Direct Margin %	████	████	████	████	████
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SAC Costs with LIL:

[78] Standard SAC From No LIL scenario	██	██	██	██	██
--	----	----	----	----	----

[79] Incremental SAC with LIL	██	██	██	██	██
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[80] Total SAC Costs	██	██	██	██	██
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[81] Backhaul Expenses	██	██	██	██	██
-------------------------------	----	----	----	----	----

[82] Box replacement costs	██	██	█	█	█
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[83] Total Expenses:	████	████	████	████	████
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[84] Cash Based OPBDA	████	████	████	████	████
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[85] Cash Based OPBDA %	████	████	████	████	████
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Lima OH

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

--	--	--	--	--	--

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

San Angelo TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels

6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	53,912	54,451	54,996	55,546	56,101
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	██	██	██	██	██
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

San Angelo TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	53,912	54,451	54,996	55,546	56,101
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

San Angelo TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

San Angelo TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Casper-Riverton WY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels

10

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	53,251	53,784	54,321	54,865	55,413
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█

[20] SAC Costs - No LIL

[21]	Total Expenses:	█	█	█	█	█
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[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Casper-Riverton WY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels

10

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	53,251	53,784	54,321	54,865	55,413
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Casper-Riverton WY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels 10

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	█	█	█	█	█
[74] Customer related	█	█	█	█	█
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	████	████	████	████	████

Casper-Riverton WY

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local
Number of LIL Channels

10

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Ottumwa IA-Kirksville MO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	52,338	52,861	53,390	53,924	54,463
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Ottumwa IA-Kirksville MO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	52,338	52,861	53,390	53,924	54,463
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	.	█	█	█	█
[36] LIL Gross Adds	█	█	.	.	.
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	.	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	.	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	.	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Ottumwa IA-Kirksville MO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 2

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Ottumwa IA-Kirksville MO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

--	--	--	--	--	--

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

--	--	--	--	--	--

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

--	--	--	--	--	--

St Joseph MO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	56,480	57,045	57,615	58,191	58,773
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	██	██	██	██	██
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	██	██	██	██	██
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

St Joseph MO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	56,480	57,045	57,615	58,191	58,773
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█
Total LIL Customers					
[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

St Joseph MO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

St Joseph MO

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Presque Isle ME

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	████	████	████	████	████
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

Presque Isle ME

EchoStar does not and will not provide local-into-local
Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	31,396	31,710	32,027	32,347	32,671
[25] Beginning Customers	██	██	██	██	██
[26] Gross Adds	██	██	██	██	██
[27] Disconnects	██	██	██	██	██
[28] Ending Customers	██	██	██	██	██
[29] Average Customers (2 pt avg)	██	██	██	██	██
[30] Ending Penetration	██	██	██	██	██
[31] Disconnect Rate	██	██	██	██	██
[32] Average Gross Adds per Month	██	██	██	██	██
[33] Gross Add Rate	██	██	██	██	██
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	██	██	██	██	██
[35] LIL Beginning Customers	█	██	██	██	██
[36] LIL Gross Adds	██	██	█	█	█
[37] LIL Disconnects	██	██	██	██	██
[38] Ending Customers	██	██	██	██	██
[39] Average Customers (2 pt avg)	██	██	██	██	██
[40] LIL Penetration	██	██	██	██	██
[41] Disconnect Rate	██	██	██	██	██
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	██	██	██	██	██
[43] LIL Beginning Customers	█	██	██	██	██
[44] LIL Gross Adds	██	██	██	██	██
[45] LIL Disconnects	██	██	██	██	██
[46] Ending Customers	██	██	██	██	██
[47] Average Customers (2 pt avg)	██	██	██	██	██
[48] LIL Penetration	██	██	██	██	██
[49] Disconnect Rate	██	██	██	██	██
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	██	██	██	██	██
[51] LIL Beginning Customers	█	██	██	██	██
[52] LIL Gross Adds	██	██	██	██	██
[53] LIL Disconnects	██	██	██	██	██
[54] Ending Customers	██	██	██	██	██
[55] Average Customers (2 pt avg)	██	██	██	██	██
[56] LIL Penetration	██	██	██	██	██
[57] Disconnect Rate	██	██	██	██	██
Total LIL Customers					
[58] Total Customers + Lift	██	██	██	██	██
[59] LIL Beginning Customers	█	██	██	██	██
[60] LIL Gross Adds	██	██	██	██	██
[61] LIL Disconnects	██	██	██	██	██
[62] Ending Customers	██	██	██	██	██
[63] Average Customers (2 pt avg)	██	██	██	██	██
[64] LIL Penetration	██	██	██	██	██
[65] Disconnect Rate	██	██	██	██	██

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 3

Presque Isle ME

		Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL						
Revenue:						
[66]	Package Revenue	████	████	████	████	████
LIL Revenue:						
[67]	Existing Customers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	██	██	██	██	██
[69]	Additional to Baseline Gross Adds	██	██	██	██	██
[70]	Total LIL Revenue	██	██	██	██	██
[71]	Total Revenue	████	████	████	████	████
Expenses:						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	██	██	██	██	██
[74]	Customer related	██	██	██	██	██
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario	████	████	████	████	████
[79]	Incremental SAC with LIL	██	██	██	██	██
[80]	Total SAC Costs	████	████	████	████	████
[81]	Backhaul Expenses	██	██	██	██	██
[82]	Box replacement costs	██	██	██	██	██
[83]	Total Expenses:	████	████	████	████	████
[84]	Cash Based OPBDA	████	████	████	████	████
[85]	Cash Based OPBDA %	████	████	████	████	████

Presque Isle ME

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

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NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

--	--	--	--	--	--

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

--	--	--	--	--	--

Victoria TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	31,204	31,516	31,831	32,150	32,471
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█

[20] **SAC Costs - No LIL**

[21]	Total Expenses:	█	█	█	█	█
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[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Victoria TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	31,204	31,516	31,831	32,150	32,471
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█
Total LIL Customers					
[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Victoria TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Victoria TX

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Helena MT

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	26,378	26,642	26,908	27,177	27,449
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

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REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	26,378	26,642	26,908	27,177	27,449
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Appendix N

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EchoStar does not and will not provide local-into-local
 Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	████	████	████	████	████

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EchoStar does not and will not provide local-into-local

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

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EchoStar does not and will not provide local-into-local

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	18,139	18,320	18,504	18,689	18,876
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

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REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	18,139	18,320	18,504	18,689	18,876
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

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Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	████	████	████	████	████

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REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
 Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

North Platte NE

Appendix N

REDACTED – FOR PUBLIC INSPECTION

EchoStar does not and will not provide local-into-local
Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	████████	████████	████████	████████	████████
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	███	███	███	███	███
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████

[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Appendix N

REDACTED – FOR PUBLIC INSPECTION

North Platte NE

EchoStar does not and will not provide local-into-local
Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	16,012	16,172	16,334	16,497	16,662
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█
Total LIL Customers					
[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Appendix N

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EchoStar does not and will not provide local-into-local
 Number of LIL Channels 4

North Platte NE

Profit & Loss (\$k) - With LIL

	Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

North Platte NE

Appendix N

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EchoStar does not and will not provide local-into-local
Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Glendive MT

Appendix N

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EchoStar does not and will not provide local-into-local
 Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	5,157	5,209	5,261	5,313	5,366
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

Appendix N

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EchoStar does not and will not provide local-into-local
Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	5,157	5,209	5,261	5,313	5,366
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█
Total LIL Customers					
[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

Appendix N

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EchoStar does not and will not provide local-into-local
Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	█	█	█	█	█
LIL Revenue:					
[67] Existing Customers Upgrade	█	█	█	█	█
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	█	█	█	█	█
[71] Total Revenue	█	█	█	█	█
Expenses:					
[72] Programming Costs	█	█	█	█	█
[73] Bad Debt	█	█	█	█	█
[74] Customer related	█	█	█	█	█
[75] Total Direct costs	█	█	█	█	█
[76] Total Direct Margin	█	█	█	█	█
[77] Total Direct Margin %	█	█	█	█	█
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	█	█	█	█	█
[79] Incremental SAC with LIL	█	█	█	█	█
[80] Total SAC Costs	█	█	█	█	█
[81] Backhaul Expenses	█	█	█	█	█
[82] Box replacement costs	█	█	█	█	█
[83] Total Expenses:	█	█	█	█	█
[84] Cash Based OPBDA	█	█	█	█	█
[85] Cash Based OPBDA %	█	█	█	█	█

Glendive MT

Appendix N

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EchoStar does not and will not provide local-into-local

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Notes to Appendix N: DMA-Specific Worksheets

- [35] Zero for Year 2 because model assumes that DIRECTV begins to offer LIL in Year 2. Beginning customers for subsequent years equals the previous year's ending customers (LIL Lift from No LIL scenario).
- [36] Represents customers who had DIRECTV before LIL is offered and who will add LIL service after it is offered. Equal to the Beginning Customers No LIL for Year 2 multiplied by the Percentage of Existing Customers adding LIL within 2 Years, and is split across Years 2 and 3. This is based on historical information about the number of existing subscribers who took local-into-local within 2 years from DIRECTV. The lift from the original base of customers (DIRECTV subscribers before LIL offered) only occurs in the first year of providing LIL service. The assumption that all of the existing DIRECTV subscriber LIL Gross Adds occur in Years 2 and 3 is consistent with how Conversion Costs are assessed in the model (also split across Years 2 and 3). See [82].
- [37] See [27]: $[35] * (12 * [41]) + ([36] / 2) * (12 * [41])$. $((\text{Beginning Customers} * (12 * \text{Disconnect})) + ((\text{Gross Adds} / 2) * (12 * \text{Disconnect})))$
- [38] $[35] + [36] - [37]$. (Beginning Customers + Gross Adds - Disconnects)
- [39] $([38] + [35]) / 2$. $((\text{Beginning Customers} + \text{Ending Customers}) / 2)$
- [40] Number of pre-local-into-local-launch DIRECTV customers taking local-into-local service as a percentage of total DIRECTV subscribers in each year: $[38] / [34]$. (Ending Customers / Total Customers + Lift.)
- [41] See [31].
- [42] See [34].
- [43] Zero for Year 2 because model assumes that DIRECTV begins to offer LIL in Year 2. Beginning customers for subsequent years equals the previous year's ending customers (LIL Sell-in New Customers No LIL).
- [44] Represents customers that DIRECTV would have gained regardless of launching LIL. Equal to Average Gross Adds per Month With LIL * 12 * LIL sell-in rate new customers once LIL is offered. The value in year 2 is halved because of the assumption that DIRECTV will begin providing the service in the middle of the year.
- [45] $[43] * (12 * [49]) + ([44] / 2) * (12 * [49])$. $((\text{Beginning Customers} * (12 * \text{Disconnect})) + ((\text{Gross Adds} / 2) * (12 * \text{Disconnect})))$
- [46] $[43] + [44] - [45]$. (Beginning Customers + Gross Adds - Disconnects)
- [47] $([43] + [46]) / 2$. $((\text{Beginning Customers} + \text{Ending Customers}) / 2)$
- [48] Number of baseline gross adds to DIRECTV taking local-into-local service as a percentage of total DIRECTV subscribers in each year: $[46] / [42]$. (Ending Customers / Total Customers + Lift.)
- [49] See [31].
- [50] See [34].
- [51] Zero for Year 2 because model assumes that DIRECTV begins to offer LIL in Year 2. Beginning customers for subsequent years equals the previous year's ending customers (LIL Sell-in New Customers Lift from No LIL).
- [52] Represents the additional customers DIRECTV would gain after offering LIL above and beyond their historical baseline gross adds for each DMA. Equal to LIL sell-in rate to additional customers once LIL is offered * (Average Gross Adds per Month With LIL - Average Gross Adds per Month No LIL) * 12. Year 2 is halved because model assumes LIL begins in the middle of Year 2.
- [53] $[51] * (12 * [57]) + ([52] / 2) * (12 * [57])$. $((\text{Beginning Customers} * (12 * \text{Disconnect})) + ((\text{Gross Adds} / 2) * (12 * \text{Disconnect})))$
- [54] $[51] + [52] - [53]$. (Beginning Customers + Gross Adds - Disconnects)
- [55] $([54] + [51]) / 2$. $((\text{Beginning Customers} + \text{Ending Customers}) / 2)$
- [56] $[54] / [50]$. (Ending Customers / Total Customers + Lift.)
- [57] See [31].
- [58] See [34].
- [59] Equal to $[35] + [43] + [51]$. (LIL Beginning Customers (LIL Lift from No LIL) + LIL Beginning Customers (LIL Sell-in New Customers No LIL) + LIL Beginning Customers (LIL Sell-in New Customers Lift from No LIL).)
- [60] Equal to $[36] + [44] + [52]$. (LIL Gross Adds (LIL Lift from No LIL) + LIL Gross Adds (LIL Sell-in New Customers No LIL) + LIL Gross Adds (LIL Sell-in New Customers Lift from No LIL).)
- [61] Equal to $[37] + [45] + [53]$. (LIL Disconnects (LIL Lift from No LIL) + LIL Disconnects (LIL Sell-in New Customers No LIL) + LIL Disconnects (LIL Sell-in New Customers Lift from No LIL).)
- [62] $[59] + [60] - [61]$. (Beginning Customers + Gross Adds - Disconnects)
- [63] $([59] + [62]) / 2$. $((\text{Beginning Customers} + \text{Ending Customers}) / 2)$
- [64] Percentage of DIRECTV subscribers who take local-into-local via satellite: $[62] / [58]$. (Ending Customers / Total Customers + Lift.)

Notes to Appendix N: DMA-Specific Worksheets

- [65] See [31].
- [66] Subscriber revenue not including local-into-local subscriber fees: Average Customers With LIL * Base package ARPU * 12 months. See [11] for explanation of how ARPU changes over time.
- [67] Local-into-local fee revenue from pre-local-into-local-launch DIRECTV customers: LIL rate * Average Customers LIL Lift from No LIL * 12 months. The LIL rate is assumed to be \$█ See Appendix N [5].
- [68] Local-into-local fee revenue from baseline gross additions who take local-into-local-service (assumed to be 100%): LIL rate * Average Customers LIL Sell-in New Customers No LIL * 12 months. The LIL rate is assumed to be █
- [69] Local-into-local fee revenue from additional to baseline gross additions who take local-into-local-service (assumed to be 100%): LIL rate * Average Customers LIL Sell-in New Customers Lift from No LIL * 12 months. The LIL rate is assumed to be █
- [70] Equal to [67] + [68] + [69]. (No LIL customers Upgrade + No LIL customers Sell-in + Lift from No LIL Sell-in.)
- [71] Equal to [66] + [70]. (Package Revenue + LIL Revenue)
- [72] Average Customers With LIL * Base package ARPU * 12 months * Programming Costs + Total LIL Revenue * LIL margin. For a discussion of Base Package ARPU see [11]. For a discussion of Programming Costs see [14]. The gross margin on local-into-local service █ The decreasing margin reflects the expectation of somewhat increased license fee pressure from local broadcast stations.
- [73] Average Customers With LIL * Base package ARPU * 12 months * Bad Debt + Total LIL Revenue * Bad Debt. For a discussion of Base Package ARPU see [11]. For a discussion of Bad Debt see [15].
- [74] Average Customers With LIL * Base package ARPU * 12 months * Customer Related Costs + Total LIL Revenue * Customer Related Costs. For a discussion of Base Package ARPU see [11]. For a discussion of Customer Related Costs see [16].
- [75] Equal to [72] + [73] + [74]. (Programming Costs + Bad Debt + Customer related.)
- [76] Equal to [71] - [75]. (Total Revenue - Total Direct Costs.)
- [77] Equal to [76] / [71]. (Total Direct Margin / Total Revenue.)
- [78] Standard SAC from no LIL scenario: (SAC * Average Gross Adds per Month With LIL * 12 months.) For a discussion of SAC see [20].
- [79] For each Gross Add in the LIL scenario DIRECTV incurs incremental costs related to the technology involved in providing local-into-local-service: Incremental SAC Ka vs Ku * Average Gross Adds per Month With LIL * 12 months. See Appendix J and N [8] for a detailed description.
- [80] Total of all Subscriber Acquisition Costs: [78]+[79].
- [81] The Backhaul Network is used by DIRECTV to carry signals from individual local collection facilities (“LCFs”) to RF uplink facilities. Our model assumes \$█ per market for backhaul expense: Recurring backhaul expense per market per month * 12 Months.
- [82] One time conversion cost to switch existing DIRECTV customers that take LIL from Ku-Band boxes to boxes that are able to receive Ka-Band signals. This includes truck roll, ODU, and multiswitch costs. This cost is split across Years 2 and 3 to reflect the existing pre-LIL launch DIRECTV subscribers who take local-into-local via satellite over the span of two years.
- [83] Equal to [75] + [80] + [81] + [82]. (Total Direct Costs + Total SAC Costs + Backhaul Expenses + Box Replacement Costs.)
- [84] See [22]: Equal to [71] - [83]. (Total Revenue - Total Expenses.)
- [85] See [23]: Equal to [84] / [71]. (Cash Based OPBDA / Total Revenue.)
- [86] Satellite cost includes the cost of the spacecraft, cost of the launch vehicle, and insurance. Based on interviews with DIRECTV officials, we assume that the cost of purchasing and launching a new satellite that has the capacity to provide local-into-local service to the 60 remaining DMAs is \$300 million. Payment for the satellite would be made over the course of 30 months. The payment schedule is as follows: End of year zero - \$█
█
- RF Uplinks transmit the local-into-local signal to the satellite so they can be rebroadcast via satellite into the appropriate DMAs. This cost is incurred in a lump expense amount of █ for all DMAs and is accounted for separately in the analysis. Local Collection Facilities (LCFs) collect local broadcast signals so they can be transmitted to RF Uplinks via a backhaul network. For markets that have four or more local channels, DIRECTV will have to build a new LCF, the cost of which will depend on the number of local channels in the DMA. See the breakdown of the LCF costs (Appendix K) for a more detailed explanation.
- [87] Cash flows in the scenario where DIRECTV launches local-into-local via satellite, including all additional costs. Equal to [84] + [86]. (Cash Based OPBDA + Market level capital expenditures outflow.)

Notes to Appendix N: DMA-Specific Worksheets

- [88] Equal to [22]. (Cash Based OPBDA No LIL)
- [89] Equal to [87] - [88]. (Cash Flows with LIL - Cash Flows without LIL.)
- [90] Net Present Value of incremental profit (increase or decrease) from launching local-into-local service via satellite into all 60 remaining DMAs.
- [91] Internal Rate of Return of incremental profit (increase or decrease) based on launching local-into-local service via satellite.
- [92] Terminal value associated with Year 6 incremental profit from launching local-into-local service. (Incr/(Decr) from No LIL in Year 6 * Terminal Value.)
- [93] Incremental profit from launching local-into-local service adding the terminal value calculated in [92] to Year 6 cash flows. (Equal to [89] + [92].)
- [94] Net Present Value of incremental profit (increase or decrease) from launching local-into-local service via satellite into all 60 remaining DMAs, including Terminal Value for Year 6.
- [95] Internal Rate of Return of incremental profit (increase or decrease) based on launching local-into-local service via satellite, including terminal value for Year 6.

Appendix O:

Summary of Methodology and Results of Regression Model

**Assumption that EchoStar Will Provide LIL in Advance of
DIRECTV in All DMAs**

Appendix O

Summary of Methodology and Results of Regression Model

Assume EchoStar Will Offer Satellite LIL in Advance of DIRECTV in All DMAs

29 DMAs in Which EchoStar Offers Satellite LIL

31 DMAs in Which EchoStar Does Not Offer Satellite LIL

Scenario	Market Impact	29 DMAs in Which EchoStar Offers Satellite LIL	31 DMAs in Which EchoStar Does Not Offer Satellite LIL
DIRECTV Does Not Provide LIL in Remaining 60 DMAs		[REDACTED]	[REDACTED]
		[REDACTED]	[REDACTED]
DIRECTV Provides LIL in All Remaining DMAs		[REDACTED]	[REDACTED]
		[REDACTED]	[REDACTED]

Note: Regression variables marked with an asterisk (*) are not statistically significant and are not applied to model.

Appendix O

Notes

- Gross Adds: *DTVinESin* Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and all subsequent months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
- Gross Adds: *DTVinESinBUMP* Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and subsequent 11 months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
- Gross Adds: *ESinDTVout** Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and all subsequent months where EchoStar offers local-into-local via satellite by the first day of the first month, and DIRECTV does not offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
- Disconnects: *DTVinESin* Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and all subsequent months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
- Disconnects: *DTVinESinBUMP** Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and subsequent 11 months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
- Disconnects: *ESinDTVout* Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and all subsequent months where EchoStar offers local-into-local via satellite by the first day of the first month, and DIRECTV does not offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.

Appendix P:

Financial Model:

**EchoStar Will Provide LIL in Advance of DIRECTV
In All DMAs**

Columbus GA

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	205,645	207,701	209,778	211,876	213,995
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	-	-	-	-	-
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

Columbus GA

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	205,645	207,701	209,778	211,876	213,995
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	.	████	████	████	████
[36]	LIL Gross Adds	████	████	.	.	.
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	.	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	.	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	.	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Columbus GA

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL

	Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Columbus GA

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1] TV HH	140,836	142,244	143,667	145,103	146,555
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█

Expenses:

[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█

[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	140,836	142,244	143,667	145,103	146,555
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Cutomers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Bluefield-Beckley WV

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1] TV HH	147,613	149,089	150,580	152,086	153,607
[2] Beginning Customers	████	████	████	████	████
[3] Gross Adds	████	████	████	████	████
[4] Disconnects	████	████	████	████	████
[5] Ending Customers	████	████	████	████	████
[6] Average Customers (2 pt avg)	████	████	████	████	████
[7] Ending DIRECTV Market Share	████	████	████	████	████
[8] Disconnect Rate	████	████	████	████	████
[9] Average Gross Adds per Month	████	████	████	████	████
[10] Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11] Base Package Revenue	████	████	████	████	████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	████	████	████	████	████

Expenses:

[14] Programming Costs	████	████	████	████	████
[15] Bad Debt	████	████	████	████	████
[16] Customer related	████	████	████	████	████
[17] Total Direct costs	████	████	████	████	████
[18] Total Direct Margin	████	████	████	████	████
[19] Total Direct Margin %	████	████	████	████	████
[20] SAC Costs - No LIL	████	████	████	████	████
[21] Total Expenses:	████	████	████	████	████

[22] Cash Based OPBDA	████	████	████	████	████
[23] Cash Based OPBDA %	████	████	████	████	████

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Bluefield-Beckley WV WV

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	147,613	149,089	150,580	152,086	153,607
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Bluefield-Beckley WV WV

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] Cash Based OPBDA

[85] Cash Based OPBDA %

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Bluefield-Beckley WV WV

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

[86] Market level capital expenditures-outflow

--	--	--	--	--	--

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

--	--	--	--	--	--

[92] Terminal Value

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

--	--	--	--	--	--

Wheeling WV-Steubenville OH

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	142,766	144,194	145,636	147,092	148,563
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Wheeling WV-Steubenville OH

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 4

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	██████████	██████████	██████████	██████████	██████████
LIL Revenue:					
[67] Existing Cutomers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	██████████	██████████	██████████	██████████	██████████
[71] Total Revenue	██████████	██████████	██████████	██████████	██████████
Expenses:					
[72] Programming Costs	██████████	██████████	██████████	██████████	██████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	██████████	██████████	██████████	██████████	██████████
[76] Total Direct Margin	██████████	██████████	██████████	██████████	██████████
[77] Total Direct Margin %	██████████	██████████	██████████	██████████	██████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██████████	██████████	██████████	██████████	██████████
[79] Incremental SAC with LIL	██████████	██████████	██████████	██████████	██████████
[80] Total SAC Costs	██████████	██████████	██████████	██████████	██████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	██████████	██████████	██████████	██████████	██████████
[84] Cash Based OPBDA	██████████	██████████	██████████	██████████	██████████
[85] Cash Based OPBDA %	██████████	██████████	██████████	██████████	██████████

Wheeling WV-Steubenville OH

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Binghamton NY

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	141,370	142,784	144,212	145,654	147,110
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Binghamton NY

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	141,370	142,784	144,212	145,654	147,110
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Binghamton NY

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] Cash Based OPBDA

[85] Cash Based OPBDA %

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████████	████████	████████	████████	████████
[71] Total Revenue	████████	████████	████████	████████	████████
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████████	████████	████████	████████	████████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████████	████████	████████	████████	████████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Binghamton NY

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Biloxi-Gulfport MS

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	138,813	140,201	141,603	143,019	144,449
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Appendix P

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Biloxi-Gulfport MS

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	138,813	140,201	141,603	143,019	144,449
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Biloxi-Gulfport MS

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	█	█	█	█	█
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████	████	████	████	████

Biloxi-Gulfport MS

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] **Market level capital expenditures-outflow**

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NPV-Based on var from No LIL to With LIL case

[87] **Cash Flows-With LIL**

--	--	--	--	--	--

[88] **Cash Flows-No LIL**

--	--	--	--	--	--

[89] **Incr/(Decr) from No LIL**

--	--	--	--	--	--

[90] **NPV without Terminal Value**

--	--	--	--	--	--

[91] **IRR**

--	--	--	--	--	--

[92] **Terminal Value**

[93] **Cash Flows with Terminal Value**

--	--	--	--	--	--

[94] **NPV with Terminal Value**

--	--	--	--	--	--

[95] **IRR**

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Hattiesburg-Laurel MS

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	107,509	108,584	109,670	110,767	111,874
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Hattiesburg-Laurel MS

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	██	██	██	██	██
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	██	██	██	██	██

Hattiesburg-Laurel MS

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Yuma AZ

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	103,463	104,498	105,543	106,598	107,664
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Appendix P

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	103,463	104,498	105,543	106,598	107,664
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Yuma AZ

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 8

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
[67] Existing Cutomers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████████	████████	████████	████████	████████
[71] Total Revenue	████████	████████	████████	████████	████████
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████████	████████	████████	████████	████████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████████	████████	████████	████████	████████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Yuma AZ

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 8

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Utica NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	109,114	110,205	111,307	112,420	113,544
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Utica NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	109,114	110,205	111,307	112,420	113,544
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Utica NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	\$12,917	\$14,443	\$16,228	\$17,871	\$19,501
LIL Revenue:					
[67] Existing Customers Upgrade	█	█	█	█	█
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	█	█	█	█	█
[71] Total Revenue	█	█	█	█	█
Expenses:					
[72] Programming Costs	█	█	█	█	█
[73] Bad Debt	█	█	█	█	█
[74] Customer related	█	█	█	█	█
[75] Total Direct costs	█	█	█	█	█
[76] Total Direct Margin	█	█	█	█	█
[77] Total Direct Margin %	█	█	█	█	█
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	█	█	█	█	█
[79] Incremental SAC with LIL	█	█	█	█	█
[80] Total SAC Costs	█	█	█	█	█
[81] Backhaul Expenses	█	█	█	█	█
[82] Box replacement costs	█	█	█	█	█
[83] Total Expenses:	█	█	█	█	█
[84] Cash Based OPBDA	█	█	█	█	█
[85] Cash Based OPBDA %	█	█	█	█	█

Utica NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

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NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

--	--	--	--	--	--

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

--	--	--	--	--	--

Elmira NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	97,743	98,720	99,708	100,705	101,712
[2] Beginning Customers	████████	████████	████████	████████	████████
[3] Gross Adds	████████	████████	████████	████████	████████
[4] Disconnects	████████	████████	████████	████████	████████
[5] Ending Customers	████████	████████	████████	████████	████████
[6] Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7] Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8] Disconnect Rate	████████	████████	████████	████████	████████
[9] Average Gross Adds per Month	████████	████████	████████	████████	████████
[10] Gross Add Rate	████████	████████	████████	████████	████████
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	████████	████████	████████	████████	████████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[14] Programming Costs	████████	████████	████████	████████	████████
[15] Bad Debt	████████	████████	████████	████████	████████
[16] Customer related	████████	████████	████████	████████	████████
[17] Total Direct costs	████████	████████	████████	████████	████████
[18] Total Direct Margin	████████	████████	████████	████████	████████
[19] Total Direct Margin %	████████	████████	████████	████████	████████
[20] SAC Costs - No LIL	████████	████████	████████	████████	████████
[21] Total Expenses:	████████	████████	████████	████████	████████
[22] Cash Based OPBDA	████████	████████	████████	████████	████████
[23] Cash Based OPBDA %	████████	████████	████████	████████	████████

Appendix P

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	97,743	98,720	99,708	100,705	101,712
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Elmira NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
LIL Revenue:					
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████████	████████	████████	████████	████████
[71] Total Revenue	████████	████████	████████	████████	████████
Expenses:					
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Elmira NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Jackson TN

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	69,525	70,220	70,922	71,632	72,348
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Jackson TN

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	69,525	70,220	70,922	71,632	72,348
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Jackson TN

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	██	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Jackson TN

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Lake Charles LA

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	97,541	98,516	99,502	100,497	101,502
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Lake Charles LA

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Lake Charles LA

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Appendix P

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	91,111	92,022	92,942	93,872	94,810
[2]	Beginning Customers	████████	████████	████████	████████	████████
[3]	Gross Adds	████████	████████	████████	████████	████████
[4]	Disconnects	████████	████████	████████	████████	████████
[5]	Ending Customers	████████	████████	████████	████████	████████
[6]	Average Customers (2 pt avg)	████████	████████	████████	████████	████████
[7]	Ending DIRECTV Market Share	████████	████████	████████	████████	████████
[8]	Disconnect Rate	████████	████████	████████	████████	████████
[9]	Average Gross Adds per Month	████████	████████	████████	████████	████████
[10]	Gross Add Rate	████████	████████	████████	████████	████████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████████	████████	████████	████████	████████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████████	████████	████████	████████	████████

Expenses:

[14]	Programming Costs	████████	████████	████████	████████	████████
[15]	Bad Debt	████████	████████	████████	████████	████████
[16]	Customer related	████████	████████	████████	████████	████████
[17]	Total Direct costs	████████	████████	████████	████████	████████
[18]	Total Direct Margin	████████	████████	████████	████████	████████
[19]	Total Direct Margin %	████████	████████	████████	████████	████████
[20]	SAC Costs - No LIL	████████	████████	████████	████████	████████
[21]	Total Expenses:	████████	████████	████████	████████	████████

[22]	Cash Based OPBDA	████████	████████	████████	████████	████████
[23]	Cash Based OPBDA %	████████	████████	████████	████████	████████

Watertown NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	██████████	██████████	██████████	██████████	██████████
LIL Revenue:					
[67] Existing Cutomers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	██████████	██████████	██████████	██████████	██████████
Expenses:					
[72] Programming Costs	██████████	██████████	██████████	██████████	██████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Watertown NY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
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[86] **Market level capital expenditures-outflow**

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NPV-Based on var from No LIL to With LIL case

[87] **Cash Flows-With LIL**

--	--	--	--	--

[88] **Cash Flows-No LIL**

--	--	--	--	--

[89] **Incr/(Decr) from No LIL**

--	--	--	--	--

[90] **NPV without Terminal Value**

--	--	--	--	--

[91] **IRR**

--	--	--	--	--

[92] **Terminal Value**

--	--	--	--	--

[93] **Cash Flows with Terminal Value**

--	--	--	--	--

[94] **NPV with Terminal Value**

--	--	--	--	--

[95] **IRR**

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33.8%

Marquette MI

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	91,296	92,209	93,131	94,062	95,003
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	91,296	92,209	93,131	94,062	95,003
[25]	Beginning Customers	██████	██████	██████	██████	██████
[26]	Gross Adds	██████	██████	██████	██████	██████
[27]	Disconnects	██████	██████	██████	██████	██████
[28]	Ending Customers	██████	██████	██████	██████	██████
[29]	Average Customers (2 pt avg)	██████	██████	██████	██████	██████
[30]	Ending Penetration	██████	██████	██████	██████	██████
[31]	Disconnect Rate	██████	██████	██████	██████	██████
[32]	Average Gross Adds per Month	██████	██████	██████	██████	██████
[33]	Gross Add Rate	██████	██████	██████	██████	██████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	██████	██████	██████	██████	██████
[35]	LIL Beginning Customers	█	██████	██████	██████	██████
[36]	LIL Gross Adds	██████	██████	█	█	█
[37]	LIL Disconnects	██████	██████	██████	██████	██████
[38]	Ending Customers	██████	██████	██████	██████	██████
[39]	Average Customers (2 pt avg)	██████	██████	██████	██████	██████
[40]	LIL Penetration	██████	██████	██████	██████	██████
[41]	Disconnect Rate	██████	██████	██████	██████	██████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	██████	██████	██████	██████	██████
[43]	LIL Beginning Customers	█	██████	██████	██████	██████
[44]	LIL Gross Adds	██████	██████	██████	██████	██████
[45]	LIL Disconnects	██████	██████	██████	██████	██████
[46]	Ending Customers	██████	██████	██████	██████	██████
[47]	Average Customers (2 pt avg)	██████	██████	██████	██████	██████
[48]	LIL Penetration	██████	██████	██████	██████	██████
[49]	Disconnect Rate	██████	██████	██████	██████	██████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	██████	██████	██████	██████	██████
[51]	LIL Beginning Customers	█	██████	██████	██████	██████
[52]	LIL Gross Adds	██████	██████	██████	██████	██████
[53]	LIL Disconnects	██████	██████	██████	██████	██████
[54]	Ending Customers	██████	██████	██████	██████	██████
[55]	Average Customers (2 pt avg)	██████	██████	██████	██████	██████
[56]	LIL Penetration	██████	██████	██████	██████	██████
[57]	Disconnect Rate	██████	██████	██████	██████	██████

Total LIL Customers

[58]	Total Customers + Lift	██████	██████	██████	██████	██████
[59]	LIL Beginning Customers	█	██████	██████	██████	██████
[60]	LIL Gross Adds	██████	██████	██████	██████	██████
[61]	LIL Disconnects	██████	██████	██████	██████	██████
[62]	Ending Customers	██████	██████	██████	██████	██████
[63]	Average Customers (2 pt avg)	██████	██████	██████	██████	██████
[64]	LIL Penetration	██████	██████	██████	██████	██████
[65]	Disconnect Rate	██████	██████	██████	██████	██████

Marquette MI

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████████	████████	████████	████████	████████
[67] Existing Cutomers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████████	████████	████████	████████	████████
[71] Total Revenue	████████	████████	████████	████████	████████
[72] Programming Costs	████████	████████	████████	████████	████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████████	████████	████████	████████	████████
[75] Total Direct costs	████████	████████	████████	████████	████████
[76] Total Direct Margin	████████	████████	████████	████████	████████
[77] Total Direct Margin %	████████	████████	████████	████████	████████
[78] Standard SAC From No LIL scenario	████████	████████	████████	████████	████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████████	████████	████████	████████	████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████████	████████	████████	████████	████████
[84] Cash Based OPBDA	████████	████████	████████	████████	████████
[85] Cash Based OPBDA %	████████	████████	████████	████████	████████

Marquette MI

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Alexandria LA

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	95,068	96,019	96,979	97,949	98,928
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

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Alexandria LA

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	95,068	96,019	96,979	97,949	98,928
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Alexandria LA

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	██	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Alexandria LA

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Jonesboro AR

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	91,682	92,599	93,525	94,460	95,405
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Appendix P

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	91,682	92,599	93,525	94,460	95,405
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Jonesboro AR

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Jonesboro AR

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REDACTED -- FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Bowling Green KY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1] TV HH	85,560	86,416	87,280	88,153	89,034
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█

Expenses:

[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█

[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

Appendix P

REDACTED – FOR PUBLIC INSPECTION

Bowling Green KY

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	85,560	86,416	87,280	88,153	89,034
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Bowling Green KY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Bowling Green KY

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Greenwood-Greenville MS

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	78,336	79,119	79,911	80,710	81,517
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Greenwood-Greenville MS

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	78,336	79,119	79,911	80,710	81,517
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Greenwood-Greenville MS

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	██████████	██████████	██████████	██████████	██████████
LIL Revenue:					
[67] Existing Cutomers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	██████████	██████████	██████████	██████████	██████████
Expenses:					
[72] Programming Costs	██████████	██████████	██████████	██████████	██████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	██████████	██████████	██████████	██████████	██████████
[76] Total Direct Margin	██████████	██████████	██████████	██████████	██████████
[77] Total Direct Margin %	██████████	██████████	██████████	██████████	██████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██████████	██████████	██████████	██████████	██████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	██████████	██████████	██████████	██████████	██████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	██████████	██████████	██████████	██████████	██████████
[84] Cash Based OPBDA	██████████	██████████	██████████	██████████	██████████
[85] Cash Based OPBDA %	██████████	██████████	██████████	██████████	██████████

Greenwood-Greenville MS

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

--	--	--	--	--	--

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

--	--	--	--	--	--

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

--	--	--	--	--	--

Lafayette IN

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	60,265	60,868	61,476	62,091	62,712
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Lafayette IN

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	60,265	60,868	61,476	62,091	62,712
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Lafayette IN

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 1

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	█	█	█	█	█
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Lafayette IN

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Parkersburg WV

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	66,107	66,768	67,436	68,110	68,791
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Appendix P

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Parkersburg WV

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	66,107	66,768	67,436	68,110	68,791
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Parkersburg WV

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Parkersburg WV

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

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Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	62,922	63,551	64,187	64,829	65,477
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█

[20] **SAC Costs - No LIL**

[20]	SAC Costs - No LIL	█	█	█	█	█
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[21] Total Expenses:

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	62,922	63,551	64,187	64,829	65,477
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█
Total LIL Customers					
[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	█	█	█	█	█
[74] Customer related	█	█	█	█	█
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	█	█	█	█	█
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	56,016	56,576	57,142	57,713	58,290
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	██	██	██	██	██
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

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Bend OR

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	56,016	56,576	57,142	57,713	58,290
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	██████████	██████████	██████████	██████████	██████████
LIL Revenue:					
[67] Existing Cutomers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	██████████	██████████	██████████	██████████	██████████
Expenses:					
[72] Programming Costs	██████████	██████████	██████████	██████████	██████████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	██████████	██████████	██████████	██████████	██████████
[76] Total Direct Margin	██████████	██████████	██████████	██████████	██████████
[77] Total Direct Margin %	██████████	██████████	██████████	██████████	██████████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██████████	██████████	██████████	██████████	██████████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	██████████	██████████	██████████	██████████	██████████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	██████████	██████████	██████████	██████████	██████████
[84] Cash Based OPBDA	██████████	██████████	██████████	██████████	██████████
[85] Cash Based OPBDA %	██████████	██████████	██████████	██████████	██████████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	74,642	75,388	76,142	76,904	77,673
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	██	██	██	██	██
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	██	██	██	██	██
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	██	██	██	██	██
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

Appendix P

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	74,642	75,388	76,142	76,904	77,673
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	██	██	██	██	██
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	██	██	██	██	██
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	██	██	██	██
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	██	██	██	██	██
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	██	██	██	██
[44]	LIL Gross Adds	██	██	██	██	██
[45]	LIL Disconnects	██	██	██	██	██
[46]	Ending Customers	██	██	██	██	██
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	██	██	██	██
[52]	LIL Gross Adds	██	██	██	██	██
[53]	LIL Disconnects	██	██	██	██	██
[54]	Ending Customers	██	██	██	██	██
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	██	██	██	██
[60]	LIL Gross Adds	████	████	██	██	██
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Lima OH

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	█	█	█	█	█
[74] Customer related	█	█	█	█	█
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	████	████	████	████	████

Lima OH

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Ottumwa IA-Kirksville MO

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	52,338	52,861	53,390	53,924	54,463
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█

[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Appendix P

REDACTED – FOR PUBLIC INSPECTION

Ottumwa IA-Kirksville MO

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	52,338	52,861	53,390	53,924	54,463
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Ottumwa IA-Kirksville MO

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] Cash Based OPBDA

[85] Cash Based OPBDA %

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Ottumwa IA-Kirksville MO

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

--	--	--	--	--	--

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

--	--	--	--	--	--

[88] Cash Flows-No LIL

--	--	--	--	--	--

[89] Incr/(Decr) from No LIL

--	--	--	--	--	--

[90] NPV without Terminal Value

--	--	--	--	--	--

[91] IRR

--	--	--	--	--	--

[92] Terminal Value

--	--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--	--

[94] NPV with Terminal Value

--	--	--	--	--	--

[95] IRR

--	--	--	--	--	--

St Joseph MO

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	56,480	57,045	57,615	58,191	58,773
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	██	██	██	██	██
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	██	██	██	██	██
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	56,480	57,045	57,615	58,191	58,773
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

St Joseph MO

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

St Joseph MO

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Presque Isle ME

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	31,396	31,710	32,027	32,347	32,671
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Presque Isle ME

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	31,396	31,710	32,027	32,347	32,671
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	██	██	██	██	██
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	██	██	██	██	██
[32]	Average Gross Adds per Month	██	██	██	██	██
[33]	Gross Add Rate	██	██	██	██	██

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	██	██	██	██
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	██	██	██	██	██
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	██	██	██	██	██
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	██	██	██	██	██

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	██	██	██	██
[44]	LIL Gross Adds	██	██	██	██	██
[45]	LIL Disconnects	██	██	██	██	██
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	██	██	██	██	██
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	██	██	██	██	██

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	██	██	██	██
[52]	LIL Gross Adds	██	██	██	██	██
[53]	LIL Disconnects	██	██	██	██	██
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	██	██	██	██	██
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	██	██	██	██	██

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	██	██	██	██
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	██	██	██	██	██
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	██	██	██	██	██
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	██	██	██	██	██

Presque Isle ME

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] Cash Based OPBDA

[85] Cash Based OPBDA %

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	█	█	█	█	█
[74] Customer related	█	█	█	█	█
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Presque Isle ME

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels **3**

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Victoria TX

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	31,204	31,516	31,831	32,150	32,471
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Appendix P

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	31,204	31,516	31,831	32,150	32,471
[25]	Beginning Customers	█	█	█	█	█
[26]	Gross Adds	█	█	█	█	█
[27]	Disconnects	█	█	█	█	█
[28]	Ending Customers	█	█	█	█	█
[29]	Average Customers (2 pt avg)	█	█	█	█	█
[30]	Ending Penetration	█	█	█	█	█
[31]	Disconnect Rate	█	█	█	█	█
[32]	Average Gross Adds per Month	█	█	█	█	█
[33]	Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	█	█	█	█	█
[35]	LIL Beginning Customers	█	█	█	█	█
[36]	LIL Gross Adds	█	█	█	█	█
[37]	LIL Disconnects	█	█	█	█	█
[38]	Ending Customers	█	█	█	█	█
[39]	Average Customers (2 pt avg)	█	█	█	█	█
[40]	LIL Penetration	█	█	█	█	█
[41]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	█	█	█	█	█
[43]	LIL Beginning Customers	█	█	█	█	█
[44]	LIL Gross Adds	█	█	█	█	█
[45]	LIL Disconnects	█	█	█	█	█
[46]	Ending Customers	█	█	█	█	█
[47]	Average Customers (2 pt avg)	█	█	█	█	█
[48]	LIL Penetration	█	█	█	█	█
[49]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	█	█	█	█	█
[51]	LIL Beginning Customers	█	█	█	█	█
[52]	LIL Gross Adds	█	█	█	█	█
[53]	LIL Disconnects	█	█	█	█	█
[54]	Ending Customers	█	█	█	█	█
[55]	Average Customers (2 pt avg)	█	█	█	█	█
[56]	LIL Penetration	█	█	█	█	█
[57]	Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58]	Total Customers + Lift	█	█	█	█	█
[59]	LIL Beginning Customers	█	█	█	█	█
[60]	LIL Gross Adds	█	█	█	█	█
[61]	LIL Disconnects	█	█	█	█	█
[62]	Ending Customers	█	█	█	█	█
[63]	Average Customers (2 pt avg)	█	█	█	█	█
[64]	LIL Penetration	█	█	█	█	█
[65]	Disconnect Rate	█	█	█	█	█

Victoria TX

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	█	█	█	█	█
[74] Customer related	█	█	█	█	█
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Victoria TX

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Helena MT

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	26,378	26,642	26,908	27,177	27,449
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Helena MT

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	26,378	26,642	26,908	27,177	27,449
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	███	███	███	███	███
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	██	██	██	██	██
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	███	███	███	███	███
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	███	███	███	███	███
[45] LIL Disconnects	███	███	███	███	███
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	███	███	███	███
[52] LIL Gross Adds	███	███	███	███	███
[53] LIL Disconnects	███	███	███	███	███
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	███	███	███	███	███
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Helena MT

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Cutomers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	█	█	█	█	█
[74] Customer related	█	█	█	█	█
[75] Total Direct costs	██	██	██	██	██
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	██	██	██	██	██
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	██	██	██	██	██

Helena MT

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REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow ██████████

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL ██████████ ██████████ ██████████ ██████████ ██████████

[88] Cash Flows-No LIL ██████████ ██████████ ██████████ ██████████ ██████████

[89] Incr/(Decr) from No LIL ██████████ ██████████ ██████████ ██████████ ██████████

[90] NPV without Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[91] IRR ██████████

[92] Terminal Value ██████████

[93] Cash Flows with Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[94] NPV with Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[95] IRR ██████████

Alpena MI

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	18,139	18,320	18,504	18,689	18,876
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Appendix P

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	18,139	18,320	18,504	18,689	18,876
[25]	Beginning Customers	█	█	█	█	█
[26]	Gross Adds	█	█	█	█	█
[27]	Disconnects	█	█	█	█	█
[28]	Ending Customers	█	█	█	█	█
[29]	Average Customers (2 pt avg)	█	█	█	█	█
[30]	Ending Penetration	█	█	█	█	█
[31]	Disconnect Rate	█	█	█	█	█
[32]	Average Gross Adds per Month	█	█	█	█	█
[33]	Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	█	█	█	█	█
[35]	LIL Beginning Customers	█	█	█	█	█
[36]	LIL Gross Adds	█	█	█	█	█
[37]	LIL Disconnects	█	█	█	█	█
[38]	Ending Customers	█	█	█	█	█
[39]	Average Customers (2 pt avg)	█	█	█	█	█
[40]	LIL Penetration	█	█	█	█	█
[41]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	█	█	█	█	█
[43]	LIL Beginning Customers	█	█	█	█	█
[44]	LIL Gross Adds	█	█	█	█	█
[45]	LIL Disconnects	█	█	█	█	█
[46]	Ending Customers	█	█	█	█	█
[47]	Average Customers (2 pt avg)	█	█	█	█	█
[48]	LIL Penetration	█	█	█	█	█
[49]	Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	█	█	█	█	█
[51]	LIL Beginning Customers	█	█	█	█	█
[52]	LIL Gross Adds	█	█	█	█	█
[53]	LIL Disconnects	█	█	█	█	█
[54]	Ending Customers	█	█	█	█	█
[55]	Average Customers (2 pt avg)	█	█	█	█	█
[56]	LIL Penetration	█	█	█	█	█
[57]	Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58]	Total Customers + Lift	█	█	█	█	█
[59]	LIL Beginning Customers	█	█	█	█	█
[60]	LIL Gross Adds	█	█	█	█	█
[61]	LIL Disconnects	█	█	█	█	█
[62]	Ending Customers	█	█	█	█	█
[63]	Average Customers (2 pt avg)	█	█	█	█	█
[64]	LIL Penetration	█	█	█	█	█
[65]	Disconnect Rate	█	█	█	█	█

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Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	██	██	██	██	██
[85] Cash Based OPBDA %	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

[86] Market level capital expenditures-outflow ██████████

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL ██████████ ██████████ ██████████ ██████████ ██████████

[88] Cash Flows-No LIL ██████████ ██████████ ██████████ ██████████ ██████████

[89] Incr/(Decr) from No LIL ██████████ ██████████ ██████████ ██████████ ██████████

[90] NPV without Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[91] IRR ██████████

[92] Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[93] Cash Flows with Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[94] NPV with Terminal Value ██████████ ██████████ ██████████ ██████████ ██████████

[95] IRR ██████████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	16,012	16,172	16,334	16,497	16,662
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	16,012	16,172	16,334	16,497	16,662
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█
Total LIL Customers					
[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	████	████	████	████	████
LIL Revenue:					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
Expenses:					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	██	██	██	██	██
[77] Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	██	██	██	██	██
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	█	█	█
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

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Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	5,157	5,209	5,261	5,313	5,366
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

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EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
--	--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	5,157	5,209	5,261	5,313	5,366
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

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Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV
 Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue	█	█	█	█	█
LIL Revenue:					
[67] Existing Customers Upgrade	█	█	█	█	█
[68] Baseline Gross Adds Sell-in	█	█	█	█	█
[69] Additional to Baseline Gross Adds	█	█	█	█	█
[70] Total LIL Revenue	█	█	█	█	█
[71] Total Revenue	█	█	█	█	█
Expenses:					
[72] Programming Costs	█	█	█	█	█
[73] Bad Debt	█	█	█	█	█
[74] Customer related	█	█	█	█	█
[75] Total Direct costs	█	█	█	█	█
[76] Total Direct Margin	█	█	█	█	█
[77] Total Direct Margin %	█	█	█	█	█
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario	█	█	█	█	█
[79] Incremental SAC with LIL	█	█	█	█	█
[80] Total SAC Costs	█	█	█	█	█
[81] Backhaul Expenses	█	█	█	█	█
[82] Box replacement costs	█	█	█	█	█
[83] Total Expenses:	█	█	█	█	█
[84] Cash Based OPBDA	█	█	█	█	█
[85] Cash Based OPBDA %	█	█	█	█	█

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Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 1

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Notes to Appendix P: DMA-Specific Worksheets

- [1] The 2006 total number of TV Households is used for Year 2. Subsequent TV Households are assumed to grow by 1% a year.
- [2] The most recent value (March 2007) of Residential Active Subscribers is used for Year 2. Beginning customers for subsequent years equal the previous year's ending customers.
- [3] Annual Gross Adds: equal to [9]*12. (Average Gross Adds per Month (No LIL) * 12)
- [4] Annual Disconnects calculated using Disconnect percentage (assumes that half of each year's Gross Adds are subject to disconnecting the same year). $[2]*(12*[8]) + ([3]/2)*(12*[8])$. ((Beginning Customers*(12*Disconnect)) + ((Gross Adds/2)*(12*Disconnect)))
- [5] $[2] + [3] - [4]$. (Beginning Customers + Gross Adds - Disconnects)
- [6] $([2] + [5]) / 2$. ((Beginning Customers + Ending Customers)/2)
- [7] DTV market share of TV households at end of year: $[5] / [1]$. (Ending Customers / TV HH)
- [8] Disconnect rate if local-into-local is not offered. See Appendix O. Disconnect Rate is calculated as Disconnects minus Reconnects divided by the average of Total Residential Subscribers at the start and end of each month.
- [9] Average monthly gross adds if local-into-local is not offered. See Appendix O.
- [10] [9] expressed as a percentage of Year 2 Beginning Customers.
- [11] Average Customers (No LIL) * Base package ARPU * 12 _____
- [12] DIRECTV Does Not Provide Satellite Local-Into-Local Service in this scenario, therefore LIL Revenue is zero.
- [13] Equal to [11] + [12]. (Base Package Revenue + LIL Revenue)
- [14] Programming costs based on Total Revenue: Average Customers (No LIL) * Base package ARPU * Programming Costs. Programming costs are assumed to be _____ per interviews with DIRECTV officials.
- [15] Bad Debt expense based on Total Revenue: Average Customers (No LIL) * Base package ARPU * Bad Debt Percentage. Bad Debt is assumed to be _____ per interviews with DIRECTV officials.
- [16] Customer-related costs including customer service, billing, remittance processing, and field operations installation costs. Average Customers (No LIL) * Base package ARPU * Customer Related Percentage. Customer-related expenses are assumed to be _____ of Total Revenue in Year 2 and decrease _____ thereafter.
- [17] Equal to [14] + [15] + [16]. (Programming Costs + Bad Debt + Customer Related Expenses.)
- [18] Equal to [13] - [17]. (Total Revenue - Total Direct Costs.)
- [19] Equal to [18] / [13]. (Total Direct Margin / Total Revenue.)
- [20] Expenses incurred by DIRECTV to acquire new subscribers, including hardware, installation costs, commissions, and marketing. Subscriber Acquisition Cost (SAC) multiplied by number of Gross Adds (No LIL). See Summary of Model Assumptions and Market in Appendix N [7].
- [21] Equal to [17] + [20]. (Total Direct Costs + SAC.)
- [22] Operating Profit Before Depreciation and Amortization: Equal to [13] - [21]. (Total Revenue - Total Expenses.)
- [23] Equal to [22] / [13]. (Cash Based OPBDA / Total Revenue.)
- [24] See [1].
- [25] See [2].
- [26] Equal to [32] * 12. (Average Gross Adds per Month (With LIL) * 12.)
- [27] $[25]*(12*[31]) + ([26]/2)*(12*[31])$. ((Beginning Customers*(12*Disconnect)) + ((Gross Adds/2)*(12*Disconnect)))
- [28] $[25] + [26] - [27]$. (Beginning Customers + Gross Adds - Disconnects)
- [29] $([25] + [28]) / 2$. ((Beginning Customers + Ending Customers)/2)
- [30] $[28] / [24]$. (Ending Customers / TV HH)
- [31] Disconnect rate if DIRECTV offers local-into-local via satellite. See Appendix G-2 and O.
- [32] Average monthly gross adds if DIRECTV offers local-into-local via satellite. See Appendix G-1 and O. The "Bump" represents the effect on gross additions during the first 12 months after DIRECTV launches satellite local-into-local. Because the model assumes DIRECTV launches local-into-local via satellite in the middle of Year 2 we take the average of Average Gross Adds per Month No LIL and Average Gross Adds With LIL plus Bump to calculate Gross Adds for Year 2. Since we assume the "bump" continues 6 months into Year 3, we calculate the Year 3 Gross Adds as the average of Average Gross Adds with LIL plus Bump and Average Gross Adds with LIL. Years 4-6 are calculated by taking the average monthly gross adds as a percentage of total residential subscribers from April 2006 to March 2007 and adjusting by the coefficient on DTVinESin, ignoring DTVinESinBUMP.
- [33] [32] expressed as a percentage of Year 2 Beginning Customers.

Notes to Appendix P: DMA-Specific Worksheets

- [34] Ending Customers for each year assuming DIRECTV offers local-into-local via satellite. Equal to [28].
- [35] Zero for Year 2 because model assumes that DIRECTV begins to offer LIL in Year 2. Beginning customers for subsequent years equals the previous year's ending customers (LIL Lift from No LIL scenario).
- [36] Represents customers who had DIRECTV before LIL is offered and who will add LIL service after it is offered. Equal to the Beginning Customers No LIL for Year 2 multiplied by the Percentage of Existing Customers adding LIL within 2 Years, and is split across Years 2 and 3. This is based on historical information about the number of existing subscribers who took local-into-local within 2 years from DIRECTV. The lift from the original base of customers (DIRECTV subscribers before LIL offered) only occurs in the first year of providing LIL service. The assumption that all of the existing DIRECTV subscriber LIL Gross Adds occur in Years 2 and 3 is consistent with how Conversion Costs are assessed in the model (also split across Years 2 and 3). See [82].
- [37] See [27]: $[35]*(12*[41]) + ([36]/2)*(12*[41]). ((\text{Beginning Customers}*(12*\text{Disconnect})) + ((\text{Gross Adds}/2) * (12*\text{Disconnect})))$
- [38] $[35] + [36] - [37]. (\text{Beginning Customers} + \text{Gross Adds} - \text{Disconnects})$
- [39] $([38] + [35]) / 2. ((\text{Beginning Customers} + \text{Ending Customers})/2)$
- [40] Number of pre-local-into-local-launch DIRECTV customers taking local-into-local service as a percentage of total DIRECTV subscribers in each year: $[38] / [34]. (\text{Ending Customers} / \text{Total Customers} + \text{Lift.})$
- [41] See [31].
- [42] See [34].
- [43] Zero for Year 2 because model assumes that DIRECTV begins to offer LIL in Year 2. Beginning customers for subsequent years equals the previous year's ending customers (LIL Sell-in New Customers No LIL).
- [44] Represents customers that DIRECTV would have gained regardless of launching LIL. Equal to Average Gross Adds per Month With LIL * 12 * LIL sell-in rate new customers once LIL is offered. The value in year 2 is halved because of the assumption that DIRECTV will begin providing the service in the middle of the year.
- [45] $[43]*(12*[49]) + ([44]/2)*(12*[49]). ((\text{Beginning Customers}*(12*\text{Disconnect})) + ((\text{Gross Adds}/2)*(12*\text{Disconnect})))$
- [46] $[43] + [44] - [45]. (\text{Beginning Customers} + \text{Gross Adds} - \text{Disconnects})$
- [47] $([43] + [46]) / 2. ((\text{Beginning Customers} + \text{Ending Customers})/2)$
- [48] Number of baseline gross adds to DIRECTV taking local-into-local service as a percentage of total DIRECTV subscribers in each year: $[46] / [42]. (\text{Ending Customers} / \text{Total Customers} + \text{Lift.})$
- [49] See [31].
- [50] See [34].
- [51] Zero for Year 2 because model assumes that DIRECTV begins to offer LIL in Year 2. Beginning customers for subsequent years equals the previous year's ending customers (LIL Sell-in New Customers Lift from No LIL).
- [52] Represents the additional customers DIRECTV would gain after offering LIL above and beyond their historical baseline gross adds for each DMA. Equal to LIL sell-in rate to additional customers once LIL is offered * (Average Gross Adds per Month With LIL - Average Gross Adds per Month No LIL) * 12. Year 2 is halved because model assumes LIL begins in the middle of Year 2.
- [53] $[51]*(12*[57]) + ([52]/2)*(12*[57]). ((\text{Beginning Customers}*(12*\text{Disconnect})) + ((\text{Gross Adds}/2)*(12*\text{Disconnect})))$
- [54] $[51] + [52] - [53]. (\text{Beginning Customers} + \text{Gross Adds} - \text{Disconnects})$
- [55] $([54] + [51]) / 2. ((\text{Beginning Customers} + \text{Ending Customers})/2)$
- [56] $[54] / [50]. (\text{Ending Customers} / \text{Total Customers} + \text{Lift.})$
- [57] See [31].
- [58] See [34].
- [59] Equal to $[35] + [43] + [51]. (\text{LIL Beginning Customers (LIL Lift from No LIL)} + \text{LIL Beginning Customers (LIL Sell-in New Customers No LIL)} + \text{LIL Beginning Customers (LIL Sell-in New Customers Lift from No LIL).})$
- [60] Equal to $[36] + [44] + [52]. (\text{LIL Gross Adds (LIL Lift from No LIL)} + \text{LIL Gross Adds (LIL Sell-in New Customers No LIL)} + \text{LIL Gross Adds (LIL Sell-in New Customers Lift from No LIL).})$
- [61] Equal to $[37] + [45] + [53]. (\text{LIL Disconnects (LIL Lift from No LIL)} + \text{LIL Disconnects (LIL Sell-in New Customers No LIL)} + \text{LIL Disconnects (LIL Sell-in New Customers Lift from No LIL).})$
- [62] $[59] + [60] - [61]. (\text{Beginning Customers} + \text{Gross Adds} - \text{Disconnects})$
- [63] $([59] + [62]) / 2. ((\text{Beginning Customers} + \text{Ending Customers})/2)$

Notes to Appendix P: DMA-Specific Worksheets

- [64] Percentage of DIRECTV subscribers who take local-into-local via satellite: [62] / [58]. (Ending Customers / Total Customers + Lift.)
- [65] See [31].
- [66] Subscriber revenue not including local-into-local subscriber fees: Average Customers With LIL * Base package ARPU * 12 months. See [11] for explanation of how ARPU changes over time.
- [67] Local-into-local fee revenue from pre-local-into-local-launch DIRECTV customers: LIL rate * Average Customers LIL Lift from No LIL * 12 months. The LIL rate is assumed to be [REDACTED]. See Appendix N [5].
- [68] Local-into-local fee revenue from baseline gross additions who take local-into-local-service (assumed to be 100%): LIL rate * Average Customers LIL Sell-in New Customers No LIL * 12 months. The LIL rate is assumed to be [REDACTED].
- [69] Local-into-local fee revenue from additional to baseline gross additions who take local-into-local-service (assumed to be 100%): LIL rate * Average Customers LIL Sell-in New Customers Lift from No LIL * 12 months. The LIL rate is assumed to be [REDACTED].
- [70] Equal to [67] + [68] + [69]. (No LIL customers Upgrade + No LIL customers Sell-in + Lift from No LIL Sell-in.)
- [71] Equal to [66] + [70]. (Package Revenue + LIL Revenue)
- [72] Average Customers With LIL * Base package ARPU * 12 months * Programming Costs + Total LIL Revenue * LIL margin. For a discussion of Base Package ARPU see [11]. For a discussion of Programming Costs see [14]. [REDACTED]. The decreasing margin reflects the expectation of somewhat increased license fee pressure from local broadcast stations.
- [73] Average Customers With LIL * Base package ARPU * 12 months * Bad Debt + Total LIL Revenue * Bad Debt. For a discussion of Base Package ARPU see [11]. For a discussion of Bad Debt see [15].
- [74] Average Customers With LIL * Base package ARPU * 12 months * Customer Related Costs + Total LIL Revenue * Customer Related Costs. For a discussion of Base Package ARPU see [11]. For a discussion of Customer Related Costs see [16].
- [75] Equal to [72] + [73] + [74]. (Programming Costs + Bad Debt + Customer related.)
- [76] Equal to [71] - [75]. (Total Revenue - Total Direct Costs.)
- [77] Equal to [76] / [71]. (Total Direct Margin / Total Revenue.)
- [78] Standard SAC from no LIL scenario: (SAC * Average Gross Adds per Month With LIL * 12 months.) For a discussion of SAC see [20].
- [79] For each Gross Add in the LIL scenario DIRECTV incurs incremental costs related to the technology involved in providing local-into-local-service: Incremental SAC Ka vs Ku * Average Gross Adds per Month With LIL * 12 months. See Appendix J and N [8] for a detailed description.
- [80] Total of all Subscriber Acquisition Costs: [78]+[79].
- [81] The Backhaul Network is used by DIRECTV to carry signals from individual local collection facilities (“LCFs”) to RF uplink facilities. Our model assumes \$[REDACTED] per market for backhaul expense: Recurring backhaul expense per market per month * 12 Months.
- [82] One time conversion cost to switch existing DIRECTV customers that take LIL from Ku-Band boxes to boxes that are able to receive Ka-Band signals. This includes truck roll, ODU, and multiswitch costs. This cost is split across Years 2 and 3 to reflect that the existing pre-LIL launch DIRECTV subscribers who take local-into-local via satellite over the span of two years.
- [83] Equal to [75] + [80] + [81] + [82]. (Total Direct Costs + Total SAC Costs + Backhaul Expenses + Box Replacement Costs.)
- [84] See [22]: Equal to [71] - [83]. (Total Revenue - Total Expenses.)
- [85] See [23]: Equal to [84] / [71]. (Cash Based OPBDA / Total Revenue.)
- [86] Satellite cost includes the cost of the spacecraft, cost of the launch vehicle, and insurance. Based on interviews with DIRECTV officials, we assume that the cost of purchasing and launching a new satellite that has the capacity to provide local-into-local service to the 60 remaining DMAs [REDACTED]. Payment for the satellite would be made over the course of 30 months. The payment schedule is as follows: End of year zero - \$[REDACTED] end of year one [REDACTED] million satellite; [REDACTED].
- RF Uplinks transmit the local-into-local signal to the satellite so they can be rebroadcast via satellite into the appropriate DMAs. This cost is incurred in a lump expense amount [REDACTED] for all DMAs and is accounted for separately in the analysis. Local Collection Facilities (LCFs) collect local broadcast signals so they can be transmitted to RF Uplinks via a backhaul network. For markets that have four or more local channels, DIRECTV will have to build a new LCF, the cost of which will depend on the number of local channels in the DMA. See the breakdown of the LCF costs (Appendix K) for a more detailed explanation.

Notes to Appendix P: DMA-Specific Worksheets

- [87] Cash flows in the scenario where DIRECTV launches local-into-local via satellite, including all additional costs. Equal to [84] + [86]. (Cash Based OPBDA + Market level capital expenditures outflow.)
- [88] Equal to [22]. (Cash Based OPBDA No LIL)
- [89] Equal to [87] - [88]. (Cash Flows with LIL - Cash Flows without LIL.)
- [90] Net Present Value of incremental profit (increase or decrease) from launching local-into-local service via satellite into all 60 remaining DMAs.
- [91] Internal Rate of Return of incremental profit (increase or decrease) based on launching local-into-local service via satellite.
- [92] Terminal value associated with Year 6 incremental profit from launching local-into-local service. (Incr/(Decr) from No LIL in Year 6 * Terminal Value.)
- [93] Incremental profit from launching local-into-local service adding the terminal value calculated in [92] to Year 6 cash flows. (Equal to [89] + [92].)
- [94] Net Present Value of incremental profit (increase or decrease) from launching local-into-local service via satellite into all 60 remaining DMAs, including Terminal Value for Year 6.
- [95] Internal Rate of Return of incremental profit (increase or decrease) based on launching local-into-local service via satellite, including terminal value for Year 6.