

## **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

<b>DMA Name</b>	<b>DIRECTV March 2007 Residential Active Subscribers</b>	<b>DIRECTV SD LIL Launch Date</b>	<b>EchoStar SD LIL Launch Date</b>
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
<b>Dependent Variable</b>			
DIRECTV Monthly Gross Additions as a percent of DIRECTV Subscribers			
<b>Independent Variables</b>			
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
<b>Dependent Variable</b>			
DIRECTV Monthly Disconnects as a percent of DIRECTV Subscribers			
<b>Independent Variables</b>			
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	█		
<hr/>			

## **Appendix H:**

### **Summary of Methodology and Results of Regression Model**

## Appendix H

### Summary of Methodology and Results of Regression Model

<b>Assume EchoStar Does Not Offer Satellite LIL in any Additional DMAs</b>			
<b>Scenario</b>	<b>Market Impact</b>	<i>29 DMAs in Which EchoStar Offers Satellite LIL</i>	<i>31 DMAs in Which EchoStar Does Not Offer Satellite LIL</i>
<b>DIRECTV Does Not Provide LIL in Remaining 60 DMAs</b>	<b>Gross Adds</b>	Extend historical 12-month average gross add rate in DMA	Extend historical 12-month average gross add rate in DMA
	<b>Disconnects</b>	Extend historical 12-month average disconnect rate in DMA	Extend historical 12-month average disconnect rate in DMA
<b>DIRECTV Provides LIL in All Remaining DMAs</b>	<b>Gross Adds</b>	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
	<b>Disconnects</b>	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	██████████	██████████
<b>Overall Percent of Customers (Weighted Average)</b>		<b>65.15%</b>	<b>95.19%</b>

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 – Ka vs. Ku

## 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									
<b>Ku Only</b>									
Basic box									
SD DVR									
HD (H21)									
HD DVR (HR21)									
Total Box Costs (SAC)									
<b>Ka Only</b>									
Basic box									
SD DVR									
HD (H21)									
HD DVR (HR21)									
Total Box Costs (SAC)									
Total SAC Ka									
Total SAC Ku									
<b>Incremental SAC Ka vs Ku</b>								<b>(\$309.92)</b>	<b>(\$248.46)</b>

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



## Appendix J

### Subscriber Acquisition Costs Ka vs Ku

---

<b>Multiswitch:</b>		
<b>ODU:</b>		
<b>Install:</b>		

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
<b>Fixed Costs:</b>			
Contract Labor	█	█	
Internal Labor	█	█	
Travel	█		
<b>Total Labor/Travel</b>	█	█	
<b>Integration:</b>			
CRBC/CRDF	█	█	
NEUF/NEDF	█	█	
NWUF/NWDF	█	█	
<b>Total Integration</b>	█	█	
<b>Backhaul Network</b>	█	█	
<b>ABMS</b>			
LCF	█	█	
Primary RUF	█		
Diverse RUF	█		
<b>Total ABMS</b>	█	█	
<b>Digital Systems: Fixed Components</b>	█	█	
<b>LCF's - Fixed Components</b>	█	█	
<b>Fixed Costs Sub-Total</b>	█	█	
█	█	█	
<b>Total Fixed Costs</b>	█	█	

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
<b>Variable Costs:</b>			
<b>Digital Systems</b>			
Number of Encoders	█	█	█
<b>LCF's</b>			
Number of Demodulators	█	█	\$9
Proc Amps	█	█	
<b>Variable Costs - Sub-Total</b>	█	█	█
█	█	█	
<b>Total Variable Costs</b>	█	█	█
<b>Total Costs</b>	█	█	

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
<b>Fixed Costs:</b>										
Contract Labor	■	■	■	■	■	■	■	■	■	■
Internal Labor	■	■	■	■	■	■	■	■	■	■
Travel	■	■	■	■	■	■	■	■	■	■
<b>Total Labor/Travel</b>	■	■	■	■	■	■	■	■	■	■
<b>Integration:</b>										
CRBC/CRDF	■	■	■	■	■	■	■	■	■	■
NEUF/NEDF	■	■	■	■	■	■	■	■	■	■
NWUF/NWDF	■	■	■	■	■	■	■	■	■	■
<b>Total Integration</b>	■	■	■	■	■	■	■	■	■	■
<b>Backhaul Network</b>	■	■	■	■	■	■	■	■	■	■
<b>ABMS</b>										
LCF	■	■	■	■	■	■	■	■	■	■
Primary RUF	■	■	■	■	■	■	■	■	■	■
Diverse RUF	■	■	■	■	■	■	■	■	■	■
<b>Total ABMS</b>	■	■	■	■	■	■	■	■	■	■
<b>Digital Systems: Fixed Components</b>	■	■	■	■	■	■	■	■	■	■
<b>LCF's - Fixed Components</b>	■	■	■	■	■	■	■	■	■	■
<b>Fixed Costs Sub-Total</b>	■	■	■	■	■	■	■	■	■	■
<b>Total Fixed Costs</b>	■	■	■	■	■	■	■	■	■	■

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
<b>Variable Costs:</b>										
<b>Digital Systems</b>										
Number of Encoders	■	■	■	■	■	■	■	■	■	■
<b>LCF's</b>										
Number of Demodulators	■	■	■	■	■	■	■	■	■	■
Proc Amps	■	■	■	■	■	■	■	■	■	■
<b>Variable Costs - Sub-Total</b>	■	■	■	■	■	■	■	■	■	■
<b>Total Variable Costs</b>	■	■	■	■	■	■	■	■	■	■
<b>Total Costs</b>	■	■	■	■	■	■	■	■	■	■

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						
	11	12	13	14	15	16	17
<b>Fixed Costs:</b>							
Contract Labor	■	■	■	■	■	■	■
Internal Labor	■	■	■	■	■	■	■
Travel	\$5	\$5	\$5	\$5	\$5	\$5	\$5
<b>Total Labor/Travel</b>	■	■	■	■	■	■	■
<b>Integration:</b>							
CRBC/CRDF	■	■	■	■	■	■	■
NEUF/NEDF	■	■	■	■	■	■	■
NWUF/NWDF	■	■	■	■	■	■	■
<b>Total Integration</b>	■	■	■	■	■	■	■
<b>Backhaul Network</b>	■	■	■	■	■	■	■
<b>ABMS</b>							
LCF	■	■	■	■	■	■	■
Primary RUF	\$7	\$7	\$7	\$7	\$7	\$7	\$7
Diverse RUF	\$6	\$6	\$6	\$6	\$6	\$6	\$6
<b>Total ABMS</b>	■	■	■	■	■	■	■
<b>Digital Systems: Fixed Components</b>	■	■	■	■	■	■	■
<b>LCF's - Fixed Components</b>	■	■	■	■	■	■	■
<b>Fixed Costs Sub-Total</b>	■	■	■	■	■	■	■
<b>Total Fixed Costs</b>	■	■	■	■	■	■	■

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						
	11	12	13	14	15	16	17
<b>Variable Costs:</b>							
<b>Digital Systems</b>							
Number of Encoders	■	■	■	■	■	■	■
<b>LCF's</b>							
Number of Demodulators	■	■	■	■	■	■	■
Proc Amps	■	■	■	■	■	■	■
<b>Variable Costs - Sub-Total</b>	■	■	■	■	■	■	■
<b>Total Variable Costs</b>	■	■	■	■	■	■	■
<b>Total Costs</b>	■	■	■	■	■	■	■

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



# **Appendix L:**

## Hardware Pricing