

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**

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EchoStar provides local-into-local

Number of LIL Channels 5

**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] <b>Total Revenue</b>	████████	████████	████████	████████	████████
[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] <b>Backhaul Expenses</b>	████	████	████	████	████
[82] <b>Box replacement costs</b>	████	████	████	████	████
[83] <b>Total Expenses:</b>	████████	████████	████████	████████	████████
[84] <b>Cash Based OPBDA</b>	████████	████████	████████	████████	████████
[85] <b>Cash Based OPBDA %</b>	████	████	████	████	████

**Clarksburg-Weston WV**

**Appendix N**

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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					
<b>NPV-Based on var from No LIL to With LIL case</b>					
[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

Yuma AZ

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
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[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	████████	████████	████████	████████	████████
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	████████	████████	████████	████████	████████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	████████	████████	████████	████████	████████
<b>Expenses:</b>					
[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] <b>Cash Based OPBDA</b>	████████	████████	████████	████████	████████
[23] <b>Cash Based OPBDA %</b>	████████	████████	████████	████████	████████

# Appendix N

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Yuma AZ

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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<b>Customer Profile</b>					
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[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	████	████	████	████	████
<b>LIL Customers</b>					
<b>LIL Lift (upgrades) from No LIL</b>					
[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	████	████	████	████	████
<b>LIL Sell-in New Customers No LIL</b>					
[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	████	████	████	████	████
<b>LIL Sell-in New Customers Lift from No LIL</b>					
[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	████	████	████	████	████
<b>Total LIL Customers</b>					
[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**

REDACTED – FOR PUBLIC INSPECTION

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

Number of LIL Channels 8

**Profit & Loss (\$k) - With LIL**

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

**Yuma AZ**

**Appendix N**

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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					
<b>NPV-Based on var from No LIL to With LIL case</b>					
[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]	<b>Cash Based OPBDA</b>	█	█	█	█	█
[23]	<b>Cash Based OPBDA %</b>	█	█	█	█	█



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
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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**

REDACTED – FOR PUBLIC INSPECTION

EchoStar provides local-into-local

Number of LIL Channels 9

**Profit & Loss (\$k) - With LIL**

**Revenue:**

[66] Package Revenue

**LIL Revenue:**

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[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

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[76] Total Direct Margin

[77] Total Direct Margin %

**SAC Costs with LIL:**

[78] Standard SAC From No LIL scenario

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[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] <b>Total Revenue</b>	████	████	████	████	████
[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] <b>Backhaul Expenses</b>	██	██	██	██	██
[82] <b>Box replacement costs</b>	██	██	██	██	██
[83] <b>Total Expenses:</b>	████	████	████	████	████
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Missoula MT

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[94] NPV with Terminal Value					
[95] IRR					

# Appendix N

REDACTED – FOR PUBLIC INSPECTION

Utica NY

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
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[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	██████████	██████████	██████████	██████████	██████████
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	██████████	██████████	██████████	██████████	██████████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	██████████	██████████	██████████	██████████	██████████
<b>Expenses:</b>					
[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] <b>Cash Based OPBDA</b>	██████████	██████████	██████████	██████████	██████████
[23] <b>Cash Based OPBDA %</b>	██████████	██████████	██████████	██████████	██████████



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

Utica 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
[86] Market level capital expenditures-outflow					
<b>NPV-Based on var from No LIL to With LIL case</b>					
[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**

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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]	<b>Cash Based OPBDA</b>	█	█	█	█	█
[23]	<b>Cash Based OPBDA %</b>	█	█	█	█	█





**Billings MT**

**Appendix N**

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EchoStar provides local-into-local

Number of LIL Channels 6

**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	██	██	██	██	██
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[70] Total LIL Revenue	██	██	██	██	██
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[71] Total Revenue	████	████	████	████	████
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**Expenses:**

[72] Programming Costs	████	████	████	████	████
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[73] Bad Debt	██	██	██	██	██
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[74] Customer related	██	██	██	██	██
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[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	████	████	████	████	████
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[79] Incremental SAC with LIL	██	██	██	██	██
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[80] Total SAC Costs	████	████	████	████	████
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[81] Backhaul Expenses	██	██	██	██	██
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[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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**Billings MT**

**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
[86] Market level capital expenditures-outflow					
<b>NPV-Based on var from No LIL to With LIL case</b>					
[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	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]	<b>Cash Based OPBDA</b>	████	████	████	████	████
[23]	<b>Cash Based OPBDA %</b>	████	████	████	████	████



**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
<b>Profit &amp; Loss (\$k) - With LIL</b>					
<b>Revenue:</b>					
[66] Package Revenue	████	████	████	████	████
<b>LIL Revenue:</b>					
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
<b>Expenses:</b>					
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
<b>SAC Costs with LIL:</b>					
[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**

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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					
<b>NPV-Based on var from No LIL to With LIL case</b>					
[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

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Elmira NY

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
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[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	██████████	██████████	██████████	██████████	██████████
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	██████████	██████████	██████████	██████████	██████████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	██████████	██████████	██████████	██████████	██████████
<b>Expenses:</b>					
[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] <b>Cash Based OPBDA</b>	██████████	██████████	██████████	██████████	██████████
[23] <b>Cash Based OPBDA %</b>	██████████	██████████	██████████	██████████	██████████



