## Biloxi-Gulfport MS

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV **Number of LIL Channels** 

		Number of LTL Channels 5				
		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into	-Local Service				
[24]	TV HH	138,813	140,201	141,603	143,019	144,449
[25]	Beginning Customers			111,000	. (2,01)	,
[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	<u> </u>	_	_		_
[-'-']	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					
	ANGEL N. C. A. N. A.					
[42]	LIL Sell-in New Customers No LIL Total Customers + Lift					
[42] [43]	LIL Beginning Customers					
[44]	LIL Gross Adds	<u> </u>				=
[45]	LIL Disconnects	_				
[46]	Ending Customers					
[47]						
[47] [48]	Average Customers (2 pt avg) LIL Penetration					_
[49]					_	
[77]						
[50]	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift					
[51] [52]	LIL Beginning Customers LIL Gross Adds	<u>-</u>				
[53]	LIL Disconnects		_	_		
[54]	Ending Customers					
[55]	Average Customers (2 pt avg)					
[56]	LIL Penetration Disconnect Rate					
[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		_	_		322

## **Biloxi-Gulfport MS**

Appendix P REDACTED ~ FOR PUBLIC 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				<del></del>	
	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]						
[85]	Cash Based OPBDA %					

**Biloxi-Gulfport MS** 

**REDACTED - FOR PUBLIC INSPECTION** 

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV

	<u> </u>	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

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 Does Not Provide Satellite L	ocal-Into-Local S	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 L1L					
	Revenue:					
[11]	Base Package Revenue					
[12]	LIL Revenue		• _			
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]						
[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 EchoStar will provide local-into-local in advance of DIRECTV Number of LIL Channels

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into-	-Local Service				
	Customer Profile					
[24]	TV HH	107,509	108,584	109,670	110,767	111,874
[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	_	_	_	_	
[55]	LIL Customers					
	L1L Lift (upgrades) from No L1L					
[34]	Total Customers + Lift					
[35]	LIL Beginning Customers					
[36]	LIL Gross Adds			•		•
[37]	LIL Disconnects					
[38]	Ending Customers					
1201	Average Customers (2 mt avg.)					
[39] [40]	Average Customers (2 pt avg) LIL Penetration					
[40]	Disconnect Rate					
(41)	Disconfeet Rate				_ <del>_</del>	
	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			_		
1 1						
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift		-			
[51]	LIL Beginning Customers					
[52]	LIL Gross Adds		-	سيطند		
[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	_			_	326

## Hattiesburg-Laurel MS

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 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]						
[85]	Cash Based OPBDA %					

Hattiesburg-Laurel MS

# Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

		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

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

Year 2 Year 3 Year 4 Year 5 Year 6 **DIRECTY Does Not Provide Satellite Local-Into-Local Service Customer Profile** [I]TV HH 103,463 104,498 105,543 106,598 107,664 [2] **Beginning Customers** [3] Gross Adds [4] Disconnects **Ending Customers** [5] [6] Average Customers (2 pt avg) [7] Ending DIRECTV Market Share Disconnect Rate [8] [9] Average Gross Adds per Month [10] Gross Add Rate Profit & Loss (\$k) - No LIL Revenue: [11] Base Package Revenue [12] LIL Revenue Total Revenue [13] **Expenses:** [14] Programming Costs [15] Bad Debt [16] Customer related [17] Total Direct costs [18] Total Direct Margin Total Direct Margin % [19] SAC Costs - No LIL [20] [21] Total Expenses: Cash Based OPBDA [22] Cash Based OPBDA % [23]

Yuma AZ

[65] Disconnect Rate

EchoStar will provide local-into-local in advance of DIRECTV

Number of L1L Channels

Year 4 Year 2 Year 3 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** 1291 Average Customers (2 pt avg) [30] **Ending Penetration** [31] Disconnect Rate Average Gross Adds per Month [32] [33] Gross Add Rate LIL Customers LIL Lift (upgrades) from No LIL [34] Total Customers + Lift [35] LIL Beginning Customers LIL Gross Adds [36] [37] LIL Disconnects **Ending Customers** (381 Average Customers (2 pt avg) LIL Penetration [40] [41] Disconnect Rate LIL Sell-in New Customers No L1L [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 L1L [50] Total Customers + Lift [51] LIL Beginning Customers LIL Gross Adds [52] LIL Disconnects [53] [54] Ending Customers Average Customers (2 pt avg) LIL Penetration [56] [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

### Yuma AZ

Revenue: [66] Package Revenue

LIL Revenue: [67] Existing Cutomers Upgrade [68] Baseline Gross Adds Sell-in [69] Additional to Baseline Gross Adds

Total LIL Revenue

**Total Revenue** 

**Total Direct costs** 

Total Direct Margin

[79] Incremental SAC with LIL

**Backhaul Expenses** 

Box replacement costs **Total Expenses:** 

**Total SAC Costs** 

[84] Cash Based OPBDA [85] Cash Based OPBDA %

Total Direct Margin % **SAC Costs with LIL:** [78] Standard SAC From No LIL scenario

**Expenses:** [72] Programming Costs

[73] Bad Debt [74] Customer related

[70]

[71]

[75]

[77]

[80]

[81]

[83]

Profit & Loss (\$k) - With LIL

EchoStar will provide local-into-local in advance of DIRECTV

**Number of LIL Channels** Year 2 Year 3 Year 4 Year 5 Year 6

33	1
-	

Yuma AZ

**REDACTED - FOR PUBLIC INSPECTION** 

Appendix P

EchoStar will provide local-into-local in advance of DIRECTV 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 c	ase				
[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

EchoStar will provide local-into-local in advance of DIRECTV **Number of LIL Channels** 

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite I Customer Profile	Local-Into-Local S	Service			
[1]	TV HH	109,114	110,205	111,307	112,420	113,544
[2]	Beginning Customers			<del>_</del>		
[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 L1L					
	Revenue:					
[11]	Base Package Revenue					
[12]	LIL Revenue	<u>h</u>				
[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

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-I					
	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					
	Average Customers (2 pt avg)	_	_			
[55] [56]	LIL Penetration	<b>_</b>				
[57]	Disconnect Rate			_		
(01)	· · · · · · · · · · · · · · · · · ·	<del></del>	<del></del>		_ <del></del>	
	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			_		334

**Utica NY** 

EchoStar will provide local-into-local in advance of DIRECTV
Number of L1L 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 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 %					

Utica NY

**REDACTED - FOR PUBLIC INSPECTION** 

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV

		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 ca	ıse				
[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 EchoStar will provide local-into-local in advance of DIRECTV **Number of LIL Channels** 

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite	Local-Into-Local S	Service			
[1]	TV HH	97,743	98,720	99,708	100,705	101,712
[2]	Beginning Customers	711115	>0,120		100,100	101,112
[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		-			_
[101]						_
` .	Profit & Loss (\$k) - No LIL					
	Revenue:					
[H]		_				
[12]	LIL Revenue				<u> </u>	
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]						
[16]						
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL				_	
[21]	Total Expenses:					
[22]						
[23]	Cash Based OPBDA %					_

Elmira NY

EchoStar will provide local-into-local in advance of DIRECTV

	Emm a 14 1	Number of LIL C		5	e of DIRECT V	
		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Inte	o-Local Service				
	Customer Profile					
[24]	TV HH	97,743	98,720	99,708	100,705	101,712
[25]	Beginning Customers					
[26]	Gross Adds					
[27] [28]	Disconnects Ending Customers					
	Ť					
[29]	Average Customers (2 pt avg)					
[30]	Ending Penetration Disconnect Rate					
[31]	Disconnect Rate					
[32]	Average Gross Adds per Month			-		_
[33]	Gross Add Rate					
	LIL Customers					
[34]	LIL Lift (upgrades) from No LIL 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	_				
[42]	LIL Sell-in New Customers No LIL					
[42] [43]	Total Customers + Lift LIL Beginning Customers					
[44]	LIL Gross Adds	<u> </u>				
[45]	LIL Disconnects					
[46]	Ending Customers					
[47]	Average Customers (2 pt avg)	_				
[48]	LIL Penetration					
	Disconnect Rate	_				_
	LH Sall in Nam Customore Lift from No LH					
[50]	LIL Sell-in New Customers Lift from No LIL 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					
re01	Total Customers Total Customers + Lift					
[58] [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					338
						550

**REDACTED - FOR PUBLIC INSPECTION** 

### Elmira NY

EchoStar will provide local-into-local in advance of DIRECTV
Number of LIL Channels 5

	<u>-</u>	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]						
[85]	Cash Based OPBDA %					

Elmira NY

# Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV 5

	-	теаг 2	x ear 3	Year 4	rear 5	r ear o
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL case	2				
[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

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

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 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** Gross Adds [3] [4] Disconnects [5] **Ending Customers** Average Customers (2 pt avg) [6] **Ending DIRECTV Market Share** [7] Disconnect Rate [8] [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:

Jackson TN

Appendix P REDACTED – FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV **Number of LIL Channels** 3

		Number of Life Chamicis				
		Year 2	Year 3	Year 4	Year 5	Year 6
	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] [28]	Disconnects 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					
[2.4]	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift					
[35] [36]	LIL Beginning Customers LIL Gross Adds	<u>.</u>				_
[37]	LIL Disconnects	_		<u> </u>	<u>-</u>	
[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	_				
r1				<del></del>		
	<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				_	342

**REDACTED - FOR PUBLIC INSPECTION** 

## Jackson TN

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 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 %					

**Jackson TN** 

# **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

### Lake Charles LA

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 S	Service			
£11	Customer Profile TV HH	07.541	00 514	DD 503	100 407	101 502
[1] [2]	Beginning Customers	97,541	98,516	99.502 -	100,497	101,502
[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 %					