

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 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	████	████	████	████	████

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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
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

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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
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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 P

REDACTED – FOR PUBLIC INSPECTION

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
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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 %	█	█	█	█	█

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	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	████	████	████	████	████

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	████	████	████	████	████

Hattiesburg-Laurel MS

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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 %	████████	████████	████████	████████	████████

Hattiesburg-Laurel MS

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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
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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 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
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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 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 Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	103,463	104,498	105,543	106,598	107,664
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[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

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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
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 %	██	██	██	██	██

Yuma AZ

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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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[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 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 %	█	█	█	█	█

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 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

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					

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

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	████	████	████	████	████

Appendix P

REDACTED – FOR PUBLIC INSPECTION

Elmira 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
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 %	████	████	████	████	████

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					

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
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 %	█	█	█	█	█

Appendix P

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
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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

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 %	████	████	████	████	████

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
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 %	████████	████████	████████	████████	████████