

A MILLION REASONS TO CELEBRATE OUR 1ST YEAR

1,000,001

DIRECTV
NOW

NOVEMBER 30, 2016

NOV
2016

DIRECTV
NOW

1 YEAR
AGO

We launched DIRECTV NOW!
No Hardware.
No Annual Contracts.
No Hassle.
NO LIMITS!

DECEMBER 31, 2016

250,000

Signed up before the New Year.
Many enjoyed **Apple TVs**
and **Amazon Fire Sticks!**



FEBRUARY 27, 2017

UNLIMITED
VIDEO LOYALTY
CREDIT

Credit toward DIRECTV NOW
for AT&T Unlimited Plus
customers. **Because some
things are better together!**
It just makes cents.

MAY 30, 2017

FIND US ON
ROKU

DIRECTV NOW functionality
added to Roku.

JUNE - AUGUST 2017

500,000

Subscribers, and **tripled
the number of live-local
channels!**



SEPTEMBER - OCTOBER 2017

800,000

Subscribers able to access
CBS, The CW and Showtime!



1 YEAR, **1 MILLION STREAMERS**, NO REGRETS

AND WE'RE JUST GETTING WARMED UP

With over a million of you,
we can't wait to bring you more!
More content! More availability!

More... surprises!

DIRECTV
NOW