

DISH Network Competitive Advantage

Provider/ Feature	DISH Network	DirectTV	Comcast	Charter
# of Channels	100+/200+	155+/185+	145+	78+/98+
Price (w/locals)	\$34.99/\$47.99*	\$49.99/\$54.99*	\$52.48*	\$45.99/\$54.99*
100% Digital	YES	YES	NO	NO
DVR Service	\$5.98 (2 TVs!)	\$5.99 (1 TV)	\$11.95 (1 TV)	\$14.99 (1 TV)
High Definition	\$20 (Up to 31 Channels)	\$9.99 (Up to 13 Channels)	\$14.00 (up to 12 channels—includes HD receiver fee of \$7/mo)	\$13.94 (up to 10 channels—includes digital receiver fee of \$6.95)
Free Upgrade to HD DVR	YES	NO—\$199 after \$100 mail-in rebate	NO	NO
2 TV Receivers	YES	NO	NO	NO
Add'l Receiver	\$5	\$5	\$3.10	\$4.95
International	YES—125 Channels 25 Languages	YES—60 Channels 17 Languages	YES—LIMITED	YES—LIMITED
New Customer Promotions Thru 5/31/07	**Save \$100 on SD **Save \$200 on HD **3 months free of any premium movie Package	**Save \$120 on Choice **Save \$190 on Plus **3 months free HBO or Cinemax	**Triple Play—Cable, HSI, and Phone = \$99 for one year, then on-going price of \$135.38	**Save \$50 off regular price services when you subscribe for 3 months

*Prices/programming reflect an average and may vary by market

**Restrictions Apply—See websites for details



**The best channels at the lowest price.
America's Top programming.
It's about time.**

TiVO:

\$16.95 per month with 1-year commitment
\$14.95 per month with 2-year commitment
\$12.95 per month with 3-year commitment