

⚠️ COMPETITIVE ALERT: DirecTV Now Streaming Service Launch



AT&T has just launched its new streaming service and is now marketing it across all of its sales channels:

- Retail stores
- Call centers
- Retention lines
- Authorized resellers

DirecTV Now is a new over-the-top (OTT) video service that can be streamed to a mobile device or via a TV-connected device such as:

- Google Chromecast
- Apple TV
- Early 2017 coming to Roku

Please review this competitive alert job aid to get familiar with the new product — and some of its limitations. That way, when a customer asks about or is thinking about switching to DirecTV Now, you are completely prepared and ready to show how XFINITY TV is better.

PROGRAMMING

- 100+ live channels from Disney and ESPN, NBCUniversal, AMC, Viacom and Fox networks
- CBS is not currently included

CURRENT PACKAGES

- *Live a Little* – \$35 per month (60+ channels)
- *Just Right* – \$50 per month (80+ channels)
- *Go Big* – \$60 per month (100+ channels)
For an undisclosed, limited time, “Go Big” will be \$35 per month — with AT&T customers receiving this price for as long as they keep this package. Discounted pricing is intended to drive initial sign-ups.
- *Gotta Have It* – \$70 per month (120+ channels)
- *HBO or Cinemax* – \$5 each to any package price
- *Full-screen App of Original Social-Media Star Content* — included in all subscriptions

OTHER FEATURES

- Doesn't use mobile data for AT&T mobility customers watching in the DirecTV Now app
- No satellite dish is required, but does require an Internet and/or wireless provider
- Many (but not all) networks will support a 72-hour catch-up window, making it possible to watch missed shows up to three days after original airing
- Personalizes content recommendations based on how/what customers are watching

IMPORTANT PRODUCT LIMITATIONS

- Limited to two concurrent streams per account, which makes it not ideal for families
- No DVR capability or 4K support
- Some local broadcast networks may not be available, depending on area
- No CBS broadcast channels or Showtime (which means CBS-broadcasted football games)
- No NFL Sunday Ticket

CURRENT PROMOTIONS

- Free Apple TV with 3-month commitment (\$105 value, Apple TV retail price is \$149)
- Free Fire TV streaming stick (with voice) with 1-month commitment (\$35 value, Fire Stick retail price is \$39.99)
- 7-day free trial

Ask your Supervisor to learn more about XFINITY TV competitive messaging to use with our customers.

Keep promoting XFINITY TV as our customers' best choice in all of your messaging against DirecTV Now. Here are the top 5 reasons why XFINITY TV is still better:

1. When customers are away from their house, they can use the XFINITY TV app to stream up to 130 live channels on their mobile device.
2. With XFINITY TV, customers can access and download over 40,000 On Demand TV shows and movies as long as they have an Internet connection — anytime, anywhere.
3. Customers can effortlessly Sync and Go (download On Demand and DVR content to mobile devices) to keep the family entertained on road trips and vacations.
4. When customers are in their home and using the XFINITY TV app, they can use their mobile device to watch all channels, On Demand shows and movies, and content recorded on their DVR.
5. XFINITY Internet delivers the fastest in-home Wi-Fi for all rooms and devices, so they can stream on multiple devices in their house. Everyone watches their favorite shows and movies all at the same time!

