

Satellite Television Reaching Greater Number Of Homes

(NAPSA)—In this digital age with hundreds of television channels, consumers not only have more choices of what to watch, but also of how to receive their programming. And a growing number of TV watchers are getting the picture when it comes to satellite service.

The range of services available through satellite TV has grown substantially since 1999, when Congress allowed providers to begin offering local channels. Here are some things consumers may want to consider as they try to make a choice:

- **Digital-quality channels:** Satellite TV provides a 100 percent digital-quality viewing experience in all channels. Cable requires the purchase of both basic and expanded analog packages, plus a digital package for digital programming.

- **High-definition TV:** With satellite TV, customers in many markets can receive their local channels in HD, or by simply adding an off-air antenna, they can access HD programs available in their area from the major broadcast networks—in many cases with no monthly fee.

- **Getting value for your dollar:** Satellite providers' channel packages can often be cheaper and broader than cable. A recent FCC report found the average monthly cable rate increased by 5.4 percent



The range of services available through satellite television has grown to include DVR, HDTV and Interactive service.

in a year, and almost 11 percent over the past 5 years. Because cable TV is provided by different companies across the nation, local rates can differ dramatically, along with annual cable rate increases. As national providers, satellite services charge the same programming fees nationwide.

- **On-demand services:** While cable companies offer video-on-demand features, satellite providers have been quicker to enter the market with innovative technology, such as interactive services and digital video recorders. For example, the DIRECTV PLUS® DVR lets a viewer pause, rewind and record any program, provid-

ing immediate control over live TV. By comparison, cable's video-on-demand (VOD) limits viewers' choices to what a cable company puts in its VOD library.

- **Sports programming:** Satellite TV offers sports fans the widest variety of sports programming including soccer, and sports services not available on cable such as DIRECTV's exclusive NFL SUNDAY TICKET package, which provides access to nearly every professional football game during the regular season.

- **Advanced products available nationwide:** Satellite advanced products, such as high-definition receivers, are all available nationwide. With cable, new products are introduced in one market or region at a time. Depending on where you live, cable may not offer HD or DVR services.

- **Affordable high-speed Internet:** DIRECTV has partnered with Verizon, BellSouth and Qwest to offer affordable high-speed DSL service, providing a dedicated connection for faster surfing, often at a lower cost.

- **Different rooms, different options:** Satellite has narrowed the gap in convenience. With a receiver and a remote control for each room, viewers in different rooms can choose their channels individually.

To learn more, visit the Web site at www.directv.com.