

Technology In Our Lives

Video On Demand, Now Available On Satellite

(NAPSA)—Approximately one out of every 10 U.S. households currently has a satellite TV system—a number that's expected to double in the next five years. And while many of these consumers, especially those who have high definition, find their service heavenly, the latest advances in satellite programming technology are simply out of this world.

For the past few years, "video on demand" (VOD) has been a popular feature among cable television subscribers—the ability to watch a program whenever you want to watch it, rather than on a specific schedule. Networks, both broadcast and cable, have increased the number of titles, as well as the quality of the titles, that they are making available through VOD. When looking at the top 100 VOD movies of 2007, comedies accounted for the highest percentage of total orders at 35 percent and drama was the second at 25 percent. Action/adventure films were third (19 percent), while children's titles were fourth (12 percent).

Many people have long considered the lack of VOD to be a drawback to satellite service. But now one satellite provider has combined its hundreds of channels of programming with high-speed Internet service and digital video recording to take on-demand to the next level—making it both more convenient and more user friendly. DirecTV on Demand is a new service that allows customers to download the programming of their choice from the DirecTV on Demand library to their DVR on their schedule, to enjoy when it is most convenient for them. This free service is available to customers who have the appropriate equipment, including an HD DVR or receiver and a broadband connection.

The main difference between DirecTV on Demand and cable's ser-



With today's newest technology, satellite TV customers can now get "on-demand" programming.

vice is the ease of use. The service offers an on-demand interface with unique features that make navigating through titles simple and quick, including customized programmer home pages that highlight the latest shows and movies available from the network, and a quick-search function that allows you to search through thousands of on-demand titles within seconds by typing in the first three letters of the show you want to see on your remote control. The DirecTV on Demand library contains thousands of free titles (both in standard definition and HD), including movies, TV series, children's shows, specialty programming and more, along with an expanded variety of pay-per-view titles. To find programming on a favorite network, simply add 1,000 to the channel number (e.g., Showtime is channel 537, Showtime On Demand is 1,537).

In addition, DirecTV also offers an online scheduling feature, DVR Scheduler, where you can remotely "tell" your DVR what to add to your queue using any computer with Internet access—or even your cell phone. But no matter how you arrange for your favorite programming, you control your queue and download programs to your DVR in the order you want, wherever you are.

To learn more or to order service, call 1-800-DIRECTV or visit www.directv.com/ondemand.