THE HOME OF FOOTBALL
NO MATTER WHERE YOU WATCH



DIRECTV ADVERTISING

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DIRECTV VIEWERS DON'T JUST TUNE IN. THEY LEAN IN.

THE MOST ENGAGED FOOTBALL FANS CHOOSE DIRECTV



NFL

88% TUNED IN

3% more than other MVPDs/vMVPDs

63B+ MINUTES WATCHED

2nd most among MVPDs/vMVPDs

+12% MORE TIME SPENT PER VIEWER

vs. other MVPDs/vMVPDs

+63% IMPRESSIONS OVER FAIR SHARE

vs. TV households

COLLEGE FOOTBALL

77% TUNED IN

5% more than other MVPDs/vMVPDs

31B+ MINUTES WATCHED

2nd most among MVPDs/vMVPDs

+19% MORE TIME SPENT PER VIEWER

vs. other MVPDs/vMVPDs

+107% IMPRESSIONS OVER FAIR SHARE

vs. TV households

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Source: Source: Nielsen Media Research, Ratings Analysis Program Report, Live+7, 7/30/25-2/8/26, P2+, NFL on Cable/Broadcast/Live Streaming (In-Game, Pre/Post Game, Commentary); DIRECTV = DIRECTV Satellite/DIRECTV Stream/U-verse; Other MVPDs/vMVPDs = Comcast/Spectrum/YouTube TV/Dish/Sling/Hulu/Verizon/Cox/Altice. Reflects full 2025-26 season coverage (Pre-Season through Super Bowl).

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THE WEEKEND RUNS ON FOOTBALL

FANDOM RUNS ON DIRECTV







SATURDAY	SUNDAY	MONDAY
Access to 20+ college football games across cable every week (pre-game, in-game and post-game)	Every out-of-market game on NFL Sunday Ticket across commercial establishments via DIRECTV Remote	Primetime Monday Night Football games (pre-game, in-game and post-game)

Pause Ads keep your brand in the game, reaching viewers across all networks during every pause moment

Entertainment Destination puts your brand alongside the live sports content viewers love, driving awareness, visibility, and impact

DIRECTV Remote puts brands in front of airline travelers with live sports and more at their fingertips

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