DIRECTV ADVERTISING

PLAN YOUR HOLIDAYS WITH DIRECTV

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WHY CHOOSE DIRECTV THIS HOLIDAY SEASON?

ONE HOLIDAY STRATEGY. MULTIPLE TOUCHPOINTS. THE RIGHT AUDIENCE. GREATER IMPACT.

Reach consumers in and out of the home throughout the holiday season

Create a seamless brand presence with one holiday bundle

Access premium inventory to maximize brand visibility

Connect with holiday travelers in-flight on Live TV and OnDemand

Build a more relevant audience strategy with holiday-inspired audiences

98% OF VIEWERS HAVE THE TV ON WHEN HOLIDAY GUESTS VISIT[1]

70% OF VIEWERS WILL WATCH HOLIDAY MOVIES WHEN GUESTS VISIT[1]

SUNDAY AFTER THANKSGIVING IS THE BUSIEST TSA TRAVEL DAY[2]

Source: 1. DIRECTV Advertising via Suzy, August 2026 survey of 803 DIRECTV customers. 2. TSA.gov

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PRICING & PACKAGES

DIRECTV DIGITAL HOLIDAY SEASON OPPORTUNITY

TOTAL BUY-IN: $850K

Flight Dates: 11/23 - 12/26

$150K Digital Video Inventory
- Inclusive of audience/contextual targeting*

$50K Targeted Pause Ad
- Inclusive of audience/contextual targeting*

$150K Pause Ad Takeover (2 days)
- 50% Share of Voice

$125K Entertainment Destination (1 week)
- 100% Share of Voice
- Inclusive of Marquee Content, Branded Carousel & Branded Collection Page

DIRECTV REMOTE

$375K Airlines (5 weeks)
- National 25% Share of Voice



* CPM subject to change based on targeting

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PRODUCT SUITE

DIRECTV REMOTE

OUT OF HOME. NEVER OUT OF MIND.

Powered by DIRECTV's market-leading, in-flight Live TV service, DIRECTV Remote delivers holiday cheer at 30,000 feet, giving brands a unique opportunity to engage travelers with seasonal experiences from gate to gate.

1.9k **PLANES ENABLED FOR ADS**

1M+ **DAILY PASSENGERS**

- Coverage across 4 **major U.S. airline carriers**
- Reach passengers watching Live TV & OnDemand
- Not beholden to routes of one specific airline
- Run across all flights or target specific destinations



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OWN THE MOMENT THIS HOLIDAY SEASON WITH PAUSE ADS

STAY TOP-OF-MIND

Showcase your brand as friends & families gather to watch holiday classics, live sports & more by leveraging a high-impact unit that appears when a viewer pauses their TV.

- **User-initiated,** non-disruptive ad format
- **Living room, full-screen** experience on TV and CTV
- **Drive relevancy** with custom holiday messaging



CAPTURE YOUR AUDIENCE'S ATTENTION AS THEY GATHER AROUND THE BIGGEST SCREEN IN THE HOUSE THIS HOLIDAY SEASON

3+ MINUTES AVERAGE PAUSE LENGTH

6M TOTAL PAUSE MOMENTS PER DAY

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Source: DIRECTV, First-Party Data, Q4'24

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ALIGN YOUR BRAND TO HOLIDAY CONTENT WITH ENTERTAINMENT DESTINATION

'TIS THE SEASON

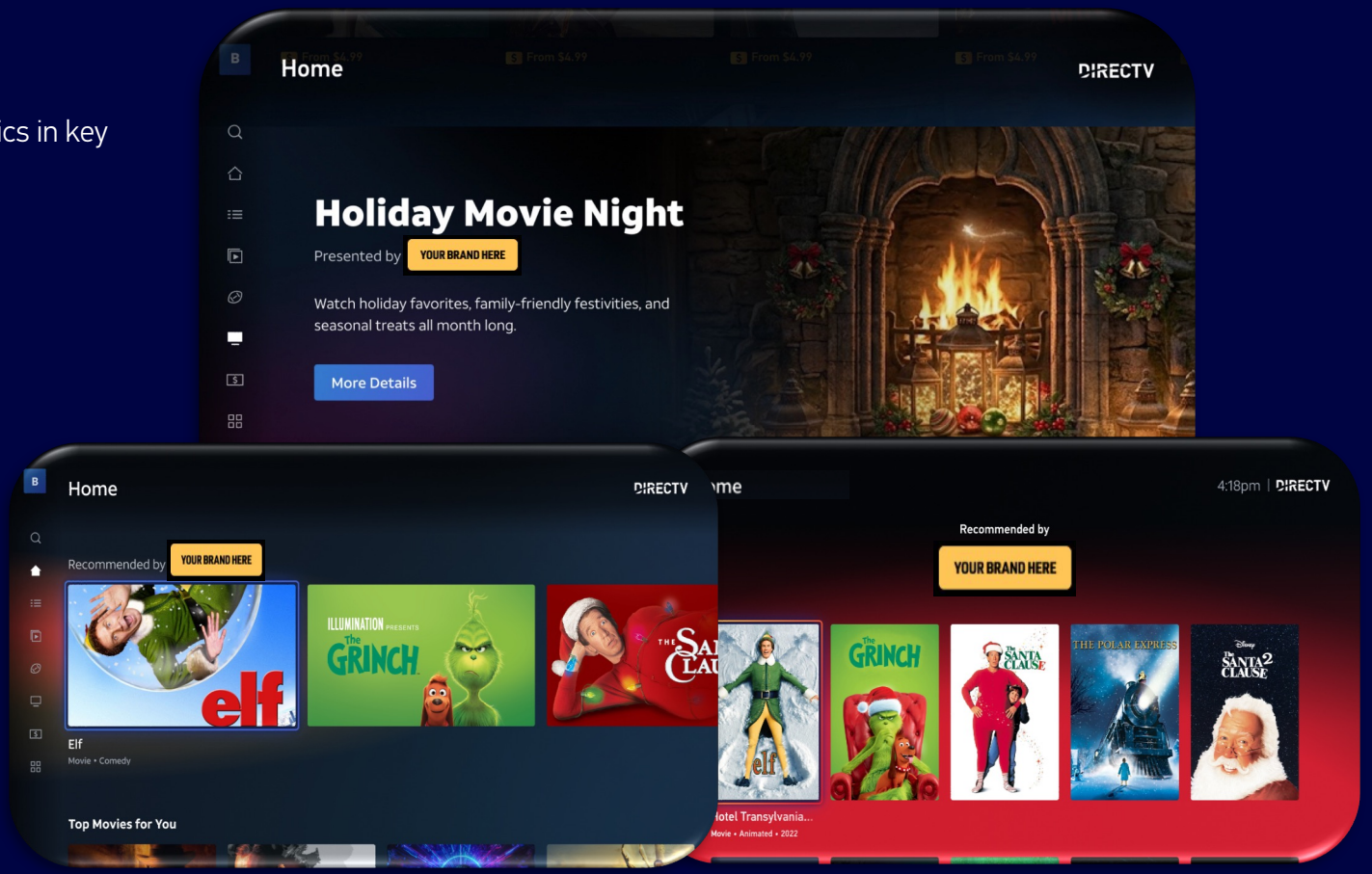
Connect with **friends & families** as they gather & browse holiday classics in key discovery zones located throughout their viewing experience.

DRIVE BRAND AWARENESS & VISIBILITY THIS SEASON

INCREASE ENGAGEMENT & RELEVANCY THROUGH HOLIDAY CONTENT ALIGNMENT

REACH NEW AUDIENCES AS THEY CELEBRATE TOGETHER

MARQUEE CONTENT PLACEMENT



BRANDED CAROUSEL

BRANDED COLLECTION PAGE

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REACH THE RIGHT AUDIENCE DURING THE SEASON

BUILD A SMARTER HOLIDAY AUDIENCE STRATEGY

Reach consumers based on their holiday viewing habits, seasonal behaviors, interests and intent.



GENRE CLUSTERS

Reach audiences based on contextual signals across 150+ premium networks

VIEWERSHIP

Enhance your campaign strategy based on DIRECTV's viewership insights

NETWORK CLUSTERS

Target a cluster of networks, including sports, news and entertainment

DEMO, INTEREST & INTENT

Leverage off-the-shelf segments or create custom audiences with 1PD or 3PD tailored to your campaign

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TARGET THE RIGHT CUSTOMERS THIS HOLIDAY SEASON

THE HOLIDAY HOSTER



THE HOLIDAY HOSTER hosts family or friends for Thanksgiving and/or Christmas, focused on food, entertaining, and at-home experiences.

TOP VERTICAL FITS: CPG (food, bev, alcohol, grocery), Retail (homewares, home decor), QSR. Tune-in, Entertainment

REACH THE HOLIDAY HOSTER BY TARGETING:

- Family-friendly Content
- Holiday Content
- Family Entertainment Fans Cluster
- Live Sports Cluster
- Holiday Movie Viewers
- Heavy Holiday Viewers
- Ages: 25 – 55
- Parents/Grandparents
- Homeowners
- Adult Beverage Drinkers
- Foodies
- Home Improvement Enthusiasts

66% DIRECTV CUSTOMERS WILL WATCH TV WHILE COOKING FOR THE HOLIDAYS

61% DIRECTV CUSTOMERS GET GIFT INSPIRATION FROM TV COMMERICALS

Source: DIRECTV Advertising via Suzy, August 2026 survey of 803 DIRECTV customers.

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THE HOLIDAY HANDYMAN



THE HOLIDAY HANDYMAN is tackling DIY projects, home improvements, and seasonal upgrades to get the home holiday-ready.

TOP VERTICAL FITS: Home Improvement, Outdoor & Garden, Retail, Consumer Electronics, Tune-in, Entertainment

REACH THE HOLIDAY HANDYMAN BY TARGETING:

- Home Improvement Content
- Home Improvement Enthusiasts
- Lifestyle & Entertainment Cluster
- Holiday Retail Shopping Cluster
- Fashion & Style Content
- Family Content Viewers
- Heavy Holiday Viewers
- Ages: 25-55
- Parents
- Grandparents
- Homeowners
- Frequency Shoppers & DIYers

58% DIRECTV CUSTOMERS WILL WATCH TV WHILE DECORATING FOR THE HOLIDAYS[1]

#1 DIRECTV CUSTOMERS WATCH MORE CONTENT FROM LEADING HOME & DESIGN NETWORKS VS OTHER MVPDS/vMVPDS[2]

Source: (1) DIRECTV Advertising via Suzy, August 2026 survey of 803 DIRECTV customers. (2) Nielsen Media Research, R&F Time Period Report, 1 min qual, Live+7, HGTV/Magnolia/FYI, Total Day 6A-6A, Q4'25

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THE HOLIDAY GIFTER



THE HOLIDAY GIFTER is looking to purchase holiday gifts for family and friends, with a focus on finding the right products and deals, with gifts ranging from consumer tech to toys and apparel.

TOP VERTICALS FITS: Retail (toys, apparel, consumer tech, beauty), Luxury, Subscription Services, Entertainment

REACH THE HOLIDAY GIFTER BY TARGETING:

- Family-friendly Content
- Holiday Content
- News Content
- Luxury Goods Shopping Cluster
- Holiday Retail Shopping Cluster
- Family Content Viewers
- Ages: 25 – 55
- Parents
- Grandparents
- Holiday Shoppers
- Deal Seekers
- Luxury Goods Shoppers

56% DIRECTV CUSTOMERS WILL WATCH TV WHILE GIFT WRAPPING

36% DIRECTV CUSTOMERS START SHOPPING IN OCTOBER

27% DIRECTV CUSTOMERS START SHOPPING IN NOVEMBER

Source: DIRECTV Advertising via Suzy, August 2026 survey of 803 DIRECTV customers.

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THE HOLIDAY TRAVELER



THE HOLIDAY TRAVELER is traveling during the holiday season, visiting friends and family and going on vacation, while watching content on-the-go.

TOP VERTICALS FITS: Travel, Hospitality, Auto, Telecom, Retail, QSR

REACH THE HOLIDAY TRAVELER BY TARGETING:

- Family-friendly Content
- Holiday Content
- Live Sports Cluster
- Family Entertainment Fans Cluster
- Family Content Viewers
- Ages: 25 – 55
- Parents
- Holiday Travelers
- Travel Enthusiasts
- Cruise Enthusiasts
- Outdoor Adventurers
- Auto Intenders

50% DIRECTV CUSTOMERS PLAN TO TRAVEL FOR THANKSGIVING OR CHRISTMAS

60% DIRECTV CUSTOMERS PLAN TO WATCH TV WHILE IN FLIGHT

Source: DIRECTV Advertising via Suzy, August 2026 survey of 803 DIRECTV customers.

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