



DIRECTV Mix Channels

Overview

DIRECTV, Inc., the nation's leading and fastest-growing digital television service provider, has introduced three new DIRECTV Mix Channels, which offer enhanced features that enable DIRECTV customers to view up to six live channels, all on one screen.

Background

Customers with interactive-enabled DIRECTV Receivers can use their remote to listen to and direct tune each channel. The first three DIRECTV Mix Channels available are: Sports Mix, News Mix and Kids Mix.

DIRECTV Sports and News Mix Channels are hosted by DIRECTV on-air hosts – based at DIRECTV's Los Angeles Broadcast Center (LABC) – who give customers top headlines and highlights, and help them plan their TV viewing.

DIRECTV has been deploying interactive-capable receivers since April 2004. In February, these set-top boxes will receive a software download that will enable these interactive capabilities. The model number of this new box is the D10 basic receiver from DIRECTV.

Featured Mix Channels

- **DIRECTV News Mix** – DIRECTV Channel 102 - Offers an instant glimpse of the most current news stories from the most widely viewed news networks, such as CNN, Headline News, CNBC, MSNBC, Fox News Channel and The Weather Channel.
- **DIRECTV Sports Mix** – DIRECTV Channel 104 - Delivers the best in televised sports – customers are able to see popular game match-ups and get a current look at what's on in televised sporting events from networks such as ESPN, ESPN2, NFL Network, The Golf Channel, Speed Channel and Outdoor Life Network (OLN).
- **DIRECTV Kids Mix** – DIRECTV Channel 111 – Offers families a snapshot in to the most popular children's television networks available, such as Animal Planet, The Disney Channel, Toon Disney, Cartoon Network, Noggin and Nickelodeon.

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Availability

The DIRECTV Mix Channels, which debut in January 2005, are available at no additional cost. Customers without interactive-enabled receivers will be able to view the DIRECTV Mix Channels, but will not have the ability to access specific channels with their remote control.