

Movies, Sports & More

Ordering DISH Network Pay-Per-View and On Demand Content

DISH Network offers a robust selection of movies, TV shows, sporting events and adult programming that are available for no additional charge, to rent, or for subscription. Being able to explain to customers about the different Pay-Per-View (PPV) and On Demand programming options DISH Network offers may help encourage customers to take advantage of these services, reduce customer confusion, and create a better customer experience. This Focus On document will introduce you to the different kinds of PPV and On Demand programming available, the different platforms through which each can be ordered, and finally, take you step-by-step through the process for how each can easily be ordered.

You can view the following types of programming on DISH Network PPV and/or On Demand:

What to Watch



DISH Cinema Movies

DISH Cinema is the brand name for PPV and Video On Demand movies that are available for DISH Network customers to rent.

DISH Cinema offers **two easy ways to enjoy "Hollywood Hits at Home."** Order a movie "on demand" to watch immediately, or choose your preferred start time with a PPV selection.



Sports & Events

DISH Network customers can also enjoy a wide variety of PPV sports and events programming. Events include boxing, mixed martial arts (UFC), wrestling, cricket, concerts and much more! And DISH has sports fans covered with **Season Ticket packages** including ESPN Gameplan, NBA LEAGUE PASS, NHL® Center Ice®, ESPN Full Court, and MLS Direct Kick.



Adult

Midnight Lounge offers the best adult entertainment available. Customers can watch on Pay-Per-View, subscribe to individual channels, or access hundreds of titles On Demand!



TV Shows & More

DISH customers never need to worry about missing their favorite current and classic TV shows, even if they forget to set their DVR. That's because they can access **tons of On Demand TV shows, plus other content like documentaries and specials** from their computer on DISH Online or from their compatible receiver.

And there are four ways customers can access that programming:

Where to Find It



Pay-Per-View

A broad category of programming that includes movies, sports packages and events that are purchased to be **viewed at a specific time**.



Video on Demand (VOD)

Movies and other programming that can be **viewed instantly** after they are ordered or selected. Includes content that is rented for a one-time fee and also programming that's available to watch for no additional charge.

On Demand programming is **automatically downloaded** to customers' receivers periodically for them to browse and select.



IP-VOD

Offers a comprehensive On Demand experience with thousands of movies, TV shows, and more!

This content is **downloaded to a customer's receiver via the Internet**, which enables a virtually unlimited selection.

This programming can be viewed almost immediately once buffering is complete. *(Note that connection speeds impact download time.)*



DISH Online

Offers DISH Network customers access to many of their **favorite TV shows and movies**. Free streaming video and video content available to DISH Network customers who subscribe to certain programming packages can be viewed online, and IP-VOD movie rentals are available to view on their receiver at home.

Pay-Per-View vs. On Demand Comparison

As you can see from the descriptions on the previous page, Pay-Per-View, VOD, IP-VOD, and DISH Online services can be similar, but there are important differences between them. See below for a side-by-side comparison on important factors for these three services.

	VOD	IP-VOD	Pay-Per-View	DISH Online	
Programming	Movies, TV shows, special content	Movies, TV shows, sports, events, special content, adult	Movies, sports, adult, events	On Demand movies & TV shows**, IP-VOD movies†	
3D Content	Yes*	No	No	No	
Order by	Remote	Remote	Remote, phone or online	Online	
Phone-line or broadband Internet connection required?	Yes (either)	Broadband Internet connection required	No (Not needed to order by phone or online)	Broadband Internet connection required	
Compatible receiver models	922, 722, 722k, 622, 612, 625, 522, 512	922, 722, 722k, 622, 612 [‡] Blockbuster® Movie Pass titles: 722, 722k, 612 only	All models	On Demand**	IP-VOD†
				Available to customers w/ all receiver models	922, 722, 722k, 622, 612
Channel numbers	Ch. 1 & Ch. 501	Select the "DVR" button on the remote, then "DISH Cinema," "TV Shows," "Blockbuster Movie Pass" or "Midnight Lounge"	Movies: Ch. 502-558	n/a	
			Sports/Events: Varies		
Start time	Any time	Any time	Movies: Select preferred start time	On Demand	IP-VOD
			Sports/Events: When event broadcast starts	Any time	Any time
Viewing time	Movies: Up to 24 or 48 hours after starting (depending on title)	Varies by title	Movies: All Day DISH Ticket broadcasts up to 24 hours after starting. 24 to 48 hour record limitations upon viewing apply (depending on title).	On Demand	IP-VOD
	TV Shows/Specials: Any time			Any time	Up to 24 or 48 hours (depending on title)

* Requires a model ViP 922 receiver.

** On Demand movies and TV shows from DISH Online are viewed online on the customer's computer.

† IP-VOD movies downloaded from DISH Online are viewed on the customer's receiver, not their computer.

‡ The IP-VOD menu on the model 612 receiver currently offers an older version of the user interface. Please stay tuned for updates.

How to Order Video On Demand, IP-VOD & Pay-Per-View Programming

The remainder of this Focus On document provides ordering information for Video On Demand, IP-VOD, and Pay-Per-View programming. Continue reading or click below to jump to a specific section.

- [Video On Demand \(VOD\)](#)
- [IP-VOD](#)
- [Pay-Per-View](#)
- [DISH Online](#)



Video on Demand

How to Order

• By Remote



Movies – Go to Channel 1 or Channel 501 and scroll through the options, or press the DVR button on the remote and **select “DISH Cinema”** (model 922, 722, 722k, and 622 receivers) or **“Movies & More”** (model 625, 612, 522, and 512 receivers) from the menu.



TV Shows/Special Events – Press the DVR button on the remote and **select “TV Shows”** (model 922, 722, 722k, 622, and 612 receivers) or **“TV Entertainment”** (model 625, 522, and 512 receivers) from the menu to view select episodes of popular TV shows.

- Follow the on-screen instructions to use the remote to order programming.
- Browse new releases or most popular, or search by genre, ratings, release date, title, actor, or keyword.

Connectivity Requirements

- Requires a Video On Demand compatible receiver connected to a land-based phone-line or broadband Internet.

Other Important Information

- The programming will start **immediately** after it is ordered or selected.
- After the movie starts it can be viewed as many times as you wish for up to the next 24 or 48 hours (depending on the title). Free content can typically be viewed as often as you wish (while available).
- **Offers pause, rewind and fast-forward functionality.**



IP-VOD

How to Order

• By Remote



Movies – Press the DVR button on the remote and **select “DISH Cinema”** from the menu.



TV Shows – Press the DVR button on the remote and **select “TV Shows”** from the menu to browse a wide selection of popular TV shows.



Adult – Press the DVR button on the remote and **select “Midnight Lounge”** from the menu.



Blockbuster Movie Pass – Press the DVR button on the remote and **select “Blockbuster Movie Pass”** from the menu. (Upgrade to the \$10/month Blockbuster Movie Pass package to view all the content in this menu for no additional charge!) Customers must have a ViP 622, ViP 722 or ViP 722k receiver to access this content.

- Follow the on-screen instructions to use the remote to order or watch programming.
- Browse new releases or most popular, or search for programming by genre, ratings, release date, title, actor, or keyword.

Connectivity Requirements

- A ViP 622, ViP 722 or ViP 722k connected to broadband Internet is required to access Blockbuster Movie Pass on demand content through the receiver. Any IP-VOD compatible receiver connected to broadband Internet is required to access all other IP-VOD content.

Other Important Information

- The time until the programming is available to watch will depend on your broadband Internet connection speed.
- After you start the programming, it can be viewed as many times as you wish for up to the next 24 or 48 hours (depending on the title).
- **Offers pause, rewind and fast-forward functionality.**



Pay-Per-View

How to Order

- **By Remote**



Movies – Channels 502-558



Adult – Channels 480-499



Events – Channels 454-472



Sports Packages – Remote ordering not available

- **By Phone** 1-877-DISH PPV (347-4778)

- **Online** (*must have a DISH Network online account*)



Movies – Visit www.dishcinema.com. Scroll through available movies and click the “Order” button on the movie you wish to rent.



Sports Packages & Events – Visit www.dish.com/ppv. Click the “Sports Packages” link on the left-hand sidebar and select the package you wish to order.



Adult – Visit www.dish.com/adult or www.dishnetwork.com/adultsubscription and select the channel you wish to order.

Connectivity Requirements

- **Ordering by Phone or Online** – A land-based phone-line or broadband Internet connection to the receiver is NOT required.
- **Ordering by Remote** – Requires a connection to a land-based phone-line or broadband Internet.

Other Important Information

- When you order a PPV movie, you **can choose your preferred start time**. Upon purchase, the All Day DISH Ticket broadcast allows you to view the movie for up to 24 hours. PPV movies can be recorded, however 24 to 48 hour record limitations upon viewing may apply.

- **Adult programming is restricted in some territories:**

- **XXX content (Xtsy) and higher** is not available in:

Alabama	Tennessee	Indianapolis, Indiana	Panama City, Florida
Arkansas	Utah	Jacksonville, Florida	Duval County, Florida
Mississippi	Cincinnati, Ohio	Tallahassee, Florida	Bay County, Florida
Oklahoma	Hamilton County, Ohio	Polk County, Florida	Escambia County, Florida
North Carolina	Marion County, Indiana	Pensacola, Florida	Leon County, Florida

- **Content more explicit than Playboy** is not available in:

Hamilton County, Ohio	Duval County, Florida	Bay County, Florida	Leon County, Florida
Marion County, Indiana	Polk County, Florida	Escambia County, Florida	

- **PPV programming offers pause and rewind functionality on DVR receivers. Fast-forward functionality is also available on DVR receivers for PPV movies.**



DISH Online

How to Order

• On Demand Viewing on Computer

- Log on to www.DISHOnline.com using your DISH Network online ID and password.



Movies – Click the “**Movies**” tab, then select “**Watch Online**” and browse movies available to watch online. *Note that some movies require a subscription to an applicable programming package in order to be viewed on DISH Online.*



TV Shows – Click the “**Shows**” tab, then browse all TV shows available to watch online. *Note that some TV shows require a subscription to an applicable programming package in order to be viewed on DISH Online.*

• IP-VOD Movie Downloads to Receiver

- Log on to www.DISHOnline.com using your DISH Network online ID and password.
- Click the “**Movies**” tab, then select “**Rent to DVR**” and browse movies available to rent and download to your compatible DVR receiver.
- **Download to ViP 722/722k/622** – After making your selection on DISH Online, press the DVR button on your remote and select “**DISH Cinema**” > “**My Rentals.**”
- **Download to ViP 612** – After making your selection on DISH Online, press the DVR button on your remote and select “**DISH Online**” > “**My Downloads.**”
- **Download to ViP 922** – After making your selection on DISH Online, press the DVR button on your remote and select “**My Recordings**” > “**My Rentals.**”

Connectivity Requirements

- **On Demand Viewing on Computer** – Requires a broadband Internet connected PC or Mac computer.
- **IP-VOD Download to Receiver** – Requires a model ViP 612, ViP 622, ViP 722, ViP 722k, or ViP 922 receiver connected to broadband Internet, as well as a broadband Internet connected PC or Mac computer.

Other Important Information

- IP-VOD programming is transferred to the receiver using a progressive download. The time until it is available to watch will depend on your broadband Internet connection speed.
- After you start the programming, depending on the title, it can be viewed as many times as you wish for up to the next 24 or 48 hours for paid rentals.
- **Offers pause, rewind and fast-forward functionality.**

Frequently Asked Questions

Q: How are customers billed for PPV and On Demand programming?

A: For customers with post-paid billing accounts, the charge will be applied to the customer’s monthly bill. The charge may take up to 60 days to appear on the customer’s statement depending on their receiver’s reporting cycle. Flex24 and Flex customers must pay for their PPV or On Demand programming in full *before* it may be viewed.

Q: Is there a fee associated with ordering PPV or On Demand programming?

A: If a customer orders by remote, online or by calling the IVR, there is no fee. If a customer requires assistance from a customer service representative (CSR), a \$5.00 fee will be assessed (this fee is waived for PPV events that cannot be ordered via remote).

Q: What on demand content can I access by subscribing to Blockbuster Movie Pass?

A: In addition to access to 22 linear channels and the “1, 2, or 3 Disc at a Time” Blockbuster By Mail options, customers who subscribe to Blockbuster Movie Pass also have access to thousands of movie titles through their receiver (ViP 622, ViP 722 and ViP 722k only) and through DISH Online (ViP 622, ViP 722 and ViP 722k required for IP-VOD downloads from DISH Online; no receiver model requirements for online viewing from DISH Online). These titles can be accessed by following the instructions in the “IP-VOD” and “DISH Online” sections above.

Q: Where can I view previews for current and upcoming PPV movies and events?

A: All customers can tune to DISH Network Channel 500 to view trailers and previews of the new PPV movies and events that will be available on DISH Network.

Q: What are DISH Network Season Ticket sports packages?

A: DISH Network Season Ticket Pay-Per-View programming packages allow customers to enjoy a season's worth of their favorite sports. These are ongoing events that span an entire season, not a single game. DISH Network Pay-Per-View also offers one-time sporting events, such as boxing matches, and WWE and mixed martial arts events. Season Ticket packages include:



Takes you courtside every week with up to 40 live games from around the league. Follow your favorite team, player or match-up from outside your local viewing area.



Gives you up to 15 key match-ups from top college football conferences per week! Enjoy match-ups from the ACC, BIG 12, BIG EAST, MAC, PAC-10, SEC, SUN BELT and WAC.



The only Pay-Per-View package that offers maximum college basketball. Brings college basketball fans games from the nation's top conferences each week.



You choose what games to watch, every night of the season. Follow your favorite teams and players, with up to 40 out-of-market games each week, with select games available in HD.



The ultimate soccer package for the biggest MLS Season yet. The 2011 packages provides up to 224 regular season games from all 18 teams plus select playoff games.

Q: Can I record PPV and On Demand programming on my DVR?

A: Video On Demand and IP-VOD content may not be recorded using your DVR (however these titles remain accessible on the receiver until they expire or are deleted). PPV movies may be recorded, however the amount of time it can be kept on your DVR is limited. Once you start viewing the movie on your DVR, you have up to 24 or 48 hours (depending on the title) to watch the movie again as many times as you want. After the 24- or 48-hour time period, you will no longer be able to view the movie on your DVR. If you try to watch it after that time has expired, you will be prompted to delete the movie.

Q: Is the ordering process different for 3D movies?

A: 3D movies are currently available through Video On Demand (not Pay-Per-View or IP-VOD). They can be ordered the same way as other Video On Demand movies using the remote. Please note that at this time, 3D Video On Demand movies can only be viewed using a model ViP 922 receiver (with a compatible 3D HDTV and applicable 3D glasses).

Q: Where can I find more information on PPV programming on the DISH Network website?

A: Information on all of the PPV and On Demand offerings that are currently available is located at the following web addresses:

Programming	More Information
"DISH Cinema" (Movies)	www.dishcinema.com
"DISH Network Season Ticket" (Sports Packages)	ESPN Gameplan www.dish.com/football
	ESPN Full Court www.dish.com/basketball
	NHL Center Ice www.dish.com/hockey
	NBA LEAGUE PASS www.dish.com/basketball
	MLS Direct Kick www.dish.com/soccer
Sports	Baseball www.dish.com/baseball
	Basketball www.dish.com/basketball
	Boxing www.dish.com/boxing
	Cricket www.dish.com/cricket
	Football www.dish.com/football
	Hockey www.dish.com/hockey
	Mixed Martial Arts (including UFC) www.dish.com/mma
	Rugby www.dish.com/rugby
Adult "Midnight Lounge"	Soccer www.dish.com/soccer
	Wrestling www.dish.com/wrestling
	www.midnightlounge.com
	Pay-Per-View www.dish.com/adult

The foregoing (including, without limitation, brief description(s) of certain terms and conditions applicable to each of the Promotional Programs named in this Job Aid may be subject to applicable Business Rules and/or different terms and conditions of your Retailer Agreement with DISH Network L.L.C., formerly known as EchoStar Satellite L.L.C. ("DISH"). In the event of any conflict or inconsistency between the terms and conditions set forth in any applicable Business Rules and the terms and conditions set forth above, the terms and conditions of such Business Rules shall be controlling.