



46% of viewers prefer to **watch sports "live"** as opposed to on demand (i.e. pre-recorded).

Accenture Consumer Broadcast Survey, 2008



To learn more
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Your sports-minded guests can keep up with their favorite teams while traveling with DIRECTV® Sports – available exclusively from LodgeNet and DIRECTV. Guests can order a complete day of professional or college sports and watch all games offered through the selected package on a given day (subject to local blackout restrictions). DIRECTV® Sports charges are automatically posted to the guest's folio.

BENEFITS

- Captures the hearts and spirit of fans by allowing sports loving guests to follow hometown or favorite teams and fantasy players when traveling, even outside of the local coverage area.
- Provides a unique opportunity for bundling guest marketing promotions (for example, all-day football and a pizza for one package).
- Generates revenue from programming that was formerly free or unavailable to guests.
- Offers potential savings on monthly free-to-guest fees.
- Helps sell more room nights and drives food and beverage sales.

KEY FEATURES

- Year-round lineup of sports: All of the major professional sports leagues, plus the nation's best major college sports action and pay-per-view events.
- Convenient availability: Accessed directly from the Main Menu.
- Promotional video spots: Welcome Channel and Promotional Channel messages increase package visibility.
- Daily programming schedules: Free access to specific packages.
- Available to hotels with LodgeNet free-to-guest (FTG) and video on demand (VOD) solutions.

PLATFORMS SUPPORTED

- LodgeNet SD
- LodgeNet HD-Ready
- LodgeNet HD Advanced
- On Command SD (optional – not always included)

Available as part of LodgeNet's EasyHD™ Solution