



## DIRECTV's The 101 Network Becomes The Audience Network on June 1

### New Name, New Look, New Logo on Tap For DIRECTV's Original Programming Network

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Beginning June 1, DIRECTV's The 101 Network will transform itself into the Audience Network and become the new home for DIRECTV's exclusive programming, which includes some of the smartest, most daring entertainment on television. The Audience Network will be accessible in 19.4 million homes on channel number 239.

The newly-branded network will focus on maintaining DIRECTV's growing commitment to providing subscribers with premium programming that can't be seen anywhere else. The name change and new look unveils shortly before the new season of *Damages* and will include a new on-air presence and will be supported by a robust marketing campaign that includes broadcast, print and online media.

"We've spent the last six years building this network into something very special," said Derek Chang, executive vice president of Content Strategy and Development at DIRECTV. "DIRECTV is the only television operator who provides customers with a premium quality entertainment channel for free and the new name perfectly captures who we are doing this for, specifically our demographic, the DIRECTV audience.

In 2006, DIRECTV entered into the original programming arena with *CD USA*, a weekly, one-hour music performance series featuring the hottest music artists of the day based on the UK hit *CD UK*. In 2007, DIRECTV adopted the NBC daytime drama *Passions* and produced exclusive, original episodes of the eclectic soap opera. And, in 2008, DIRECTV changed the television landscape by partnering with NBC to produce and air three additional seasons of the Emmy Award-winning series *Friday Night Lights*.

Throughout the years, the network would become known for a television version of the nationally syndicated sports radio hit *The Dan Patrick Show*, giving new life to respected, critically acclaimed programming (*Friday Night Lights*, *Damages*), turning American audiences on to quality programming from other countries (*Underbelly* from Australia, *Mutual Friends* and *No Heroics* from the United Kingdom, *Call Me Fitz* from Canada) and revisiting highly respected shows that deserved another look (complete season runs of *Wonderland*, *Smith*, *The Nine*, *Eyes*, *The Wire*, *Oz* and *Brotherhood*). In the coming months the Audience Network will announce a number of unique, high-profile series and specials from well-known producers.

### **About DIRECTV:**

DIRECTV (NASDAQ: DTV) is the world's largest pay TV provider delivering the premiere video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 28.9 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.4 million customers access to more than 170 HD channels and Dolby-Digital® 5.1 theater-quality sound (when available), access to exclusive sports programming such as NFL SUNDAY TICKET™, award winning technology like its DIRECTV® DVR Scheduler and higher customer satisfaction than the leading cable companies for ten years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay-TV category in technology, programming and service, delivering an unrivaled digital television experience to 9.5 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 60 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please call 1-800-DIRECTV or visit [directv.com](http://directv.com).

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