



## **Tony Goncalves Named Senior Vice President of Digital Entertainment Products**

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- DIRECTV has created a new Digital Entertainment Products organization to further advance its digital strategy, maintain its competitive advantage and continue to improve the entertainment experience for its customers. Tony Goncalves will lead the organization and assume the new title of senior vice president of Digital Entertainment Products, reporting to Mike White, chairman, president and CEO of DIRECTV.

The Digital Entertainment Products team responsibilities will include strategy, ideation and product definition for entertainment initiatives across all mobile, tablet, Web, native apps, third-party devices and video on-demand platforms.

"As technology changes at a rapid pace, we must constantly challenge ourselves to think in new and creative ways to meet the evolving needs of our customers. I'm extremely pleased to have an executive of Tony's caliber leading this critical initiative," said White. "DIRECTV has a proud legacy of delivering a transformative entertainment experience and this new group will enable DIRECTV to remain at the forefront of our industry."

"We have a fantastic opportunity to move DIRECTV and the customer experience into new and exciting directions with innovative products and services both inside and outside the home," said Goncalves. "We've built a team that has the intelligence and creativity to not only keep pace with our rapidly changing industry but go beyond that to build on our already leading entertainment experience to further set us apart from all others in the pay TV industry."

Goncalves joined DIRECTV in 2007 and has held various positions in Sales and Product Management. Goncalves was a key player in securing DIRECTV's partnership with AT&T and led the team that closed the CenturyLink partnership. In his most recent role as senior vice president of Product Management, he was responsible for working closely with DIRECTV's Engineering group to deliver a strategic roadmap for the company's new products and services and oversaw the team responsible for generating over \$4 billion in annual revenue in pay per view movies and events, sports packages and premium channels.

### **About DIRECTV:**

**DIRECTV** (NASDAQ: DTV) is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to 32 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.9 million customers access to more than 170 HD channels and Dolby-Digital® 5.1 theater-quality sound, access to exclusive sports programming such as NFL SUNDAY TICKET™, Emmy® award winning technology and higher customer satisfaction than the leading cable companies for 11 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 12 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 visit [www.directv.com](http://www.directv.com).

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