

# Innovative Technology

## Access + Data + Connectivity

### CONTENT

Consumers are diverse & seek different content...



### DISTRIBUTION

...via different screens & formats...



### PRODUCT

...enabled through a nimble, data-driven platform...



### USER EXPERIENCE

...mobile-first, personal, & social.



## An integrated media company delivering an integrated experience

- Building on a rich history of innovation, AT&T is delivering a best-in-class video experience to every screen, at home on a big screen TV or on the go via a favorite mobile device. The result: consumers get the content they want, virtually wherever, whenever and however they choose.
- AT&T delivers this experience with an innovative next-generation video platform, allowing us the flexibility to deliver movies, TV shows and other video content to customers reliably and efficiently. We're tapping into the latest technologies so that we can add new features and experiences more quickly than ever before.
- Whether it's 4K UHD, streaming, high-frequency wireless or other ways to get customers what they want and when they want it, we're tapping into the latest technologies to deliver the best experience possible.<sup>1</sup>
  - **AT&T** is the largest overall provider of **pay TV** in the U.S. with **25 million linear video subscribers**
  - We deliver **internet** to **15.7 million** subscribers
  - We offer a **1 gigabit** (Gbps) connection\* on our **100% fiber network** to **over 5.5 million locations** across 55 metros nationwide, with plans to reach **75 metros**
  - With a 1 Gbps connection<sup>2</sup>, customers can download **25 songs** in a second, a 30 min **TV show** in 3 seconds or a 90-minute **HD movie** in less than 36 seconds
  - **DIRECTV** customers have access to **315+ channels** with more than **200+ in full-time HD** and programming DIRECTV customers love, live or **On Demand**
  - **DIRECTV NOW** is a **rules-free TV** that lets customers **stream** their favorite live sports, on demand programming, premium channels, popular shows, and hit movies right to their **tablet or smartphone**



[See full video here.](#)

**DIRECTV 4K ULTRA HD – [Learn more](#)**

1. Limited titles available. Requires a Genie HD DVR (model HR54 or later) and a DIRECTV 4K Ready TV, or 4K TV connected to a 4K Genie Mini.
2. Actual customer speeds may vary. Download speeds are typically up to 940Mbps due to overhead capacity reserved to deliver the data.

