Get with the program.
Get more out of your TV.
Get digital satellite television brought to you by AT&T.
AT&T brings you television that's out of this world.

Because when you're with AT&T, not even the sky's the limit.
AT&T brings you television rediscovered, with the wonders of digital satellite programming from DIRECTV® and USSB®. For the first time, you can enjoy more channels, with better image and sound quality and greater control. There is simply no more exciting new entertainment experience in America today, and no better way to enjoy it than with AT&T. Because only AT&T offers you DIRECTV and USSB programming with all the quality and customer service of AT&T. With AT&T, you can get it all with one phone call—the latest equipment, dedicated customer service, and exclusive special offers for AT&T long distance customers.

Call today for exclusive offers, terrific savings, plus all the quality and service of AT&T.
There's always something great to watch when you've got more than 175 channels to choose from.

Order DIRECTV services from AT&T, and you'll have access to a world of entertainment possibilities—beyond broadcast, better than cable. There are more than 175 channels available from DIRECTV, and your AT&T representative will be happy to help you choose a DIRECTV programming package with all the kinds of entertainment you like best. You can take advantage of one of the largest selections of movies and sports programming in America. Tap into your favorite cable networks like CNN, ESPN, USA and A&E. Stay informed with 14 channels of news and information, or entertain and educate the kids with 7 channels of the best family-oriented programming. Even catch up on the latest about
hobbies and special interests, like gardening or science fiction.

For your local stations, including broadcast network affiliates, you’ll have a choice of service. You can either keep basic "lifeline" cable service or have a conventional antenna connected to your digital receiver. Whichever option you choose, once you’re hooked up, flipping between DIRECTV programming and your local channels is easy. And for people who live in areas that don’t receive local stations, DIRECTV offers a package of network affiliates including ABC, CBS, NBC, FOX and PBS for a small monthly charge.*

Put simply, no one else offers you so many television choices. And with AT&T, it’s easy to bring home your favorites.
Great movies anytime, all the time.

Nobody offers you more movies than DIRECTV programming, brought to you by AT&T. For starters, the DIRECT TICKET™ pay per view service brings you up to 55 different movies every night. And ordering pay per view is easy, because your Digital Satellite System (DSS®) can be connected to your phone line, so you can order with a click of your remote control—no need to call a service center.** Each movie costs just $2.99—that's about the same as most video rentals, and you won't have to go out to the store, or worry about a tape being out of stock.

And as incredible as this pay per view service is, it's only the beginning of the movies you can find with DIRECTV services. Because DIRECTV programming also
includes great movie channels like American Movie Classics, Turner Classic Movies and BRAVO. Plus, you'll also enjoy 7 channels of ENCORE, movies from the '60s, '70s and '80s—with entire channels devoted to love stories, mysteries, westerns, action, and more. You'll also be able to add options like STARZ! and nickelodeon, Lifetime, and VH1.

For even more great programming, add USSB Entertainment Plus and get 5 different channels of HBO, 3 different channels of CINEMAX, 2 different channels of SHOWTIME® and MOVIE CHANNEL®, plus top basic networks like The Independent Film Channel.
Don’t miss a game—get the most pro football, basketball, hockey and baseball available anywhere.

From football to fencing, windsurfing to wrestling, baseball to badminton, DIRECTV programming is your ticket to sports action you can’t get anywhere else.*** For starters, you’ll enjoy both ESPN and ESPN2, plus your local regional sports network. But that’s just scratching the surface of the world of sports you can access with DIRECTV services, brought to you by AT&T. The unique DIRECTV Sports Choice™ package offers you the chance to catch hundreds of professional and college events you probably couldn’t get before, with 18 regional sports networks. What’s more, during the football season, you can add coverage that lets you catch practically every game. Choose NBA
packages to enjoy up to 1,000 pro hoops games every season. With NHL CENTER ICE® you can catch all the action of up to 500 NHL hockey games. The Major League Baseball package will bring you more of the national pastime than you’ve ever imagined—up to 1,000 games. And The Golf Channel is a linkster’s dream, covering all the top pros on all the great courses. What’s more, if you’re really a college sports fan, you can choose packages to bring you hundreds of games a year of college football, basketball and baseball. With all these great options, DIRECTV programming may just offer more sports than you could ever watch—but just think how much fun you’ll have trying.
Programs come to life with brilliant digitally delivered video and CD-like sound.

You’ve never experienced television like this, with pictures so vivid, sound so true—you’ll feel like you’re part of the action. So you won’t just watch movies, you’ll live them. And you won’t just catch a game, you’ll be there. Whether it’s a Tyrannosaurus Rex pounding the earth or a lineman rocking the quarterback, you’ll feel the tremors. And whether it’s sunset on the African savannah or the bright lights of Broadway, you’ll experience the glow.
Enjoy concert-hall quality with 31 channels of commercial-free digital audio.

DIRECTV programming is more than just television. It's also your key to 31 channels of great music—from Classical to Alternative to Jazz to Classic Rock and lots more. There are no commercials, just nonstop music. And you'll find a music channel to suit almost any mood, and style—whether you're entertaining on a Saturday night or just putting your feet up after a long day at work.
From a satellite in space to the TV in your den: How DIRECTV services work.

To get started with DIRECTV services, first you need the DSS equipment—the 18-inch satellite dish, the digital receiver, and the remote control. And with AT&T, you can get a great deal. The installation is simple—AT&T will be glad to arrange for a professional installer, or handy do-it-yourselfers can manage it on their own with the self-installation kit. The dish can be placed in almost any outdoor location, as
long as it has an unobstructed view to the south.

Next, the digital receiver hooks up to your TV to unscramble the signals received by the dish. If you'd like to access your DIRECTV programming from more than one television in your home, you can split the signal and send it to multiple sets; this allows you to watch the same channel in different rooms simultaneously. If you'd like to watch different channels in different rooms, you can choose an upgraded DSS system and add a separate digital receiver for each television.

Your installer will help you to activate your service. Then you're ready to start watching all your exciting programming—just grab your remote and go.
Easy on-screen programming puts you in control.

Even though this system is packed with advanced technology and programming, it's really simple to use. You just look over the convenient, on-screen menus, and make your choices with the remote control. Use the remote control to scan and select programs, and instantly order pay per view. You can set parental controls, to help you make sure the kids only watch channels and movies you feel good about. You can even set spending limits for pay per view, or create customized channel menus by preselecting the stations you watch most—and it's all as easy as pushing a button or two on the remote.
All the quality, service and reliability of AT&T, working for you 24 hours a day.

When you order digital satellite television from AT&T, you won't just get a great new entertainment experience. You'll get knowledgeable AT&T representatives, ready to help. So if you'd like us to arrange your installation, we'll be happy to take care of it. If you ever have questions about your programming, or you need equipment service, all you have to do is call, and AT&T will be here for you.
Get it all with one phone call: only AT&T makes it this easy.

With AT&T, getting digital satellite television is simple. AT&T representatives are here 24 hours a day to help you take care of everything—installation, programming and great special offers—with a single phone call. It's the ultimate in service for the ultimate in television. Only from AT&T.

* ABC, CBS, NBC, PBS and FOX channels are available only for homes which: 1. Cannot receive an acceptable picture from local affiliates via a conventional rooftop antenna. 2. Have not subscribed to cable in the last 90 days.
** To order using the remote control, you must have a DIRECTV subscription and your DSS system must be continuously connected to a land-based telephone line. A $200 order assistance fee applies to all phone orders.
*** Blackout restrictions apply. Sports packages sold separately. To receive sports packages, you must have a DIRECTV subscription and your DSS system must be continuously connected to a land-based telephone line.
† Overall picture and sound quality determined by type and quality of home television equipment.
NHL Center Ice is a service mark of the National Hockey League.
USSB and USSB Entertainment Plus are registered service marks of United States Satellite Broadcasting, Inc.
DSS system, installation and programming priced separately. Conditions and restrictions apply. DIRECTV, DSS, DIRECT TICKET, Total Choice, and Sports Choice are official trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corp.
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or visit our website at: www.att.com/truetv/
When you’re with AT&T, not even the sky’s the limit.