



TV *beyond TV*

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Customer Expectations
Have Changed





Beyond the TV: *U-verse Multi-Screen Innovation*

Content and Control Across Devices



U-verse TV

+170 HD channels,
Total Home DVR, and
interactive apps that
enhance, differentiate,
engage



U-verse Online

More than 180,000 TV
shows, movies and clips;
Control your DVR



U-verse Mobile

Streaming content
on demand; Remote
DVR access



XBOX 360

Turn your Xbox
360 into a
U-verse receiver

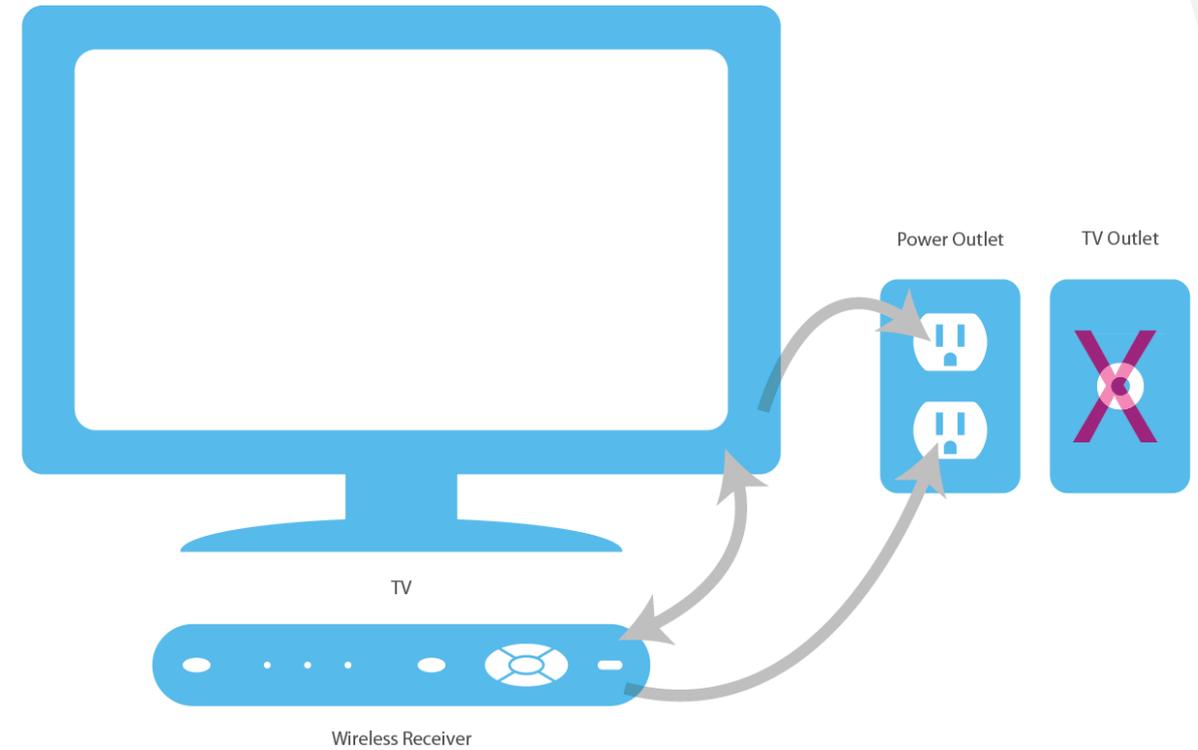
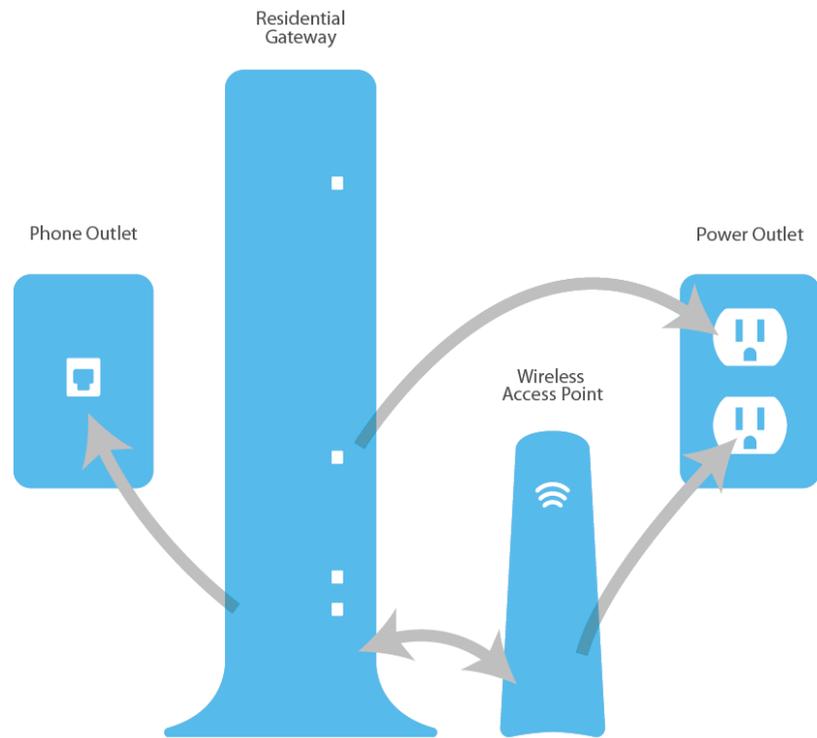


a better way to watch TV

A green line graph with an upward-pointing arrow, set against a green circular background, symbolizing growth or progress.

Beyond the TV:

More Apps



Beyond the TV:

Wireless Receiver





Better TV Makes the Difference

Drives Customer Engagement

- More than **50 percent of customers** use interactive U-verse TV apps each month
 - **More than 1.1M unique viewers** watch content on U-verse Online monthly.
 - Almost every U-verse TV customer with a smartphone uses U-verse Mobile
 - By year-end, **nearly 75 percent of U-verse customers will interact with U-verse experience** away from the TV
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Drives Revenue

- **Almost \$170** U-verse triple-play monthly ARPU (3Q11)
 - **\$7 billion** annualized revenue stream
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Drives Customer Growth and Satisfaction

- **3.6M** U-verse TV customers
- **Fastest growing** TV provider in the U.S.
- AT&T U-verse TV ranked "Highest in Residential Television Service Satisfaction in the North Central, South and West Regions," according to the J.D. Power and Associates 2011 Residential Television Service Provider Satisfaction Studies SM

For J.D. Power and Associates award information, visit jdpower.com.



What it Means for TV

1 Put
customers
first

2 Enhance
the content
experience

3 Evolve
and
innovate