



AT&T'S TIPS FOR PICKING A TV SERVICE TO GO WITH YOUR NEW TV

CONTENT

What channels do I get?

The number of programming options and channels continues to grow. Evaluate what channels might be of interest to you and your family, and see if they're offered by providers and at what cost. Compare how many channels are included in each package, and note the costs of their additional programming tiers like movies, sports and Spanish-language packages. Look at how many HD channels each TV provider offers. You'll want to get the most HD programming to watch on your new HDTV.

AT&T U-verse® TV offers up to 400 TV channels, including leading sports channels and premium movie channels. You can choose from a variety of programming packages. If you're interested in HD, U-verse TV offers up to 155 HD channels in every U-verse TV market, which is more HD than the most of the local cable providers in the areas we serve.¹

Do I get any extra features?

You can do a lot more with your new HDTV than just watch a crystal clear HD picture. Today's TV providers offer advanced DVR capabilities, Video On Demand and other interactive features and services that make your entertainment experience more enjoyable.² Look at what providers currently offer or plan to offer in the future. How often is the service upgraded to bring you the latest features and content? Will these features enhance your TV viewing experience?

U-verse TV uses a different technology than other providers, called Internet Protocol (or IP) TV, which helps us deliver advanced capabilities that you don't always get from other providers. U-verse TV is regularly adding more features and upgrades, most at no additional cost. Customers love that they can turn on their U-verse TV find something new. Some of our current features are:

- *U-verse Mobile, which lets you schedule DVR recordings, and for customers with qualifying TV packages, download and watch hit TV shows on several smartphones.³*
- *Total Home DVR, which lets you watch and manage your recordings from any U-verse connected TV in the home; the ability to set your DVR on any TV and record four programs at one time⁴.*
- *U-verse TV My Multiview, which lets you watch up to four of your favorite channels on your TV screen at one time.⁵*
- *AT&T U-bar, which brings customizable weather, stock, sports and traffic information to the U-verse TV screen.⁶*
- *U-verse TV on Xbox 360, which lets you enjoy the U-verse experience on your existing Xbox 360 device.⁷*

What options do I have to watch TV shows online and on other devices?

TV shows are quickly becoming available in more places. Look for TV providers that not only offer a channel lineup on your TV screen, but for options to watch TV shows — and manage your DVR — when and where it is convenient for you.

With U-verse TV, you enjoy hit TV shows across screens with content on U-verse TV, U-verse Online and U-verse Mobile. U-verse Online lets any online user watch more than 130,000 titles of TV shows, movies and video clips on your PC. From U-verse Online, U-verse TV customers can also schedule DVR recordings directly from the website and see which of their recorded shows are also available to watch online. And U-verse Mobile lets you schedule DVR recordings, and for customers with qualifying TV packages, download and watch hit TV shows on several smartphones.³

What can I do to control the content in my subscription so my children see only the content that I deem appropriate?

Ask if the provider offers a family package that only includes family-oriented channels. Also, see if the service includes parental controls. Parental controls allow you to block content by rating or by channel so it cannot be viewed without a password. This puts you in control of the TV content your family watches.

AT&T U-verse TV offers U-family, a family-friendly package with up to 80 of the best family-oriented channels. U-verse TV also includes extensive and easy-to-use parental controls to block live or Video On Demand programming by channel or by rating.

PRICING

How much “bang” do I get for my buck?

Many providers charge their customers extra monthly fees for necessary equipment like receivers and DVRs. HD-capable equipment often incurs a higher monthly fee. Consider these fees when comparing similar TV packages across providers to make sure you're getting the most programming options and functionality, and the best value for the price you pay per month.

U-verse TV offers a variety of programming packages with popular channels. Unlike some cable providers, all U-verse TV packages and pricing include a HD-ready receiver, and the majority of U-verse TV packages include an HD-ready DVR receiver with Total Home DVR capability.



What's the installation cost?

Look at how much you'll be paying to get the service installed, and if a technician or subcontractor will be installing the service.

Most AT&T U-verse orders include professional standard installation. AT&T provides two-hour appointment windows, compared to the industry average of four hours, and all U-verse installations are done by professional AT&T technicians. AT&T technicians also give a tutorial on your services once the installation is complete.

BUNDLING

Can I consolidate services with one provider? What do I get if I bundle services?

Look for a provider who can meet all of your entertainment and communications needs: TV, broadband, home phone, and wireless service. Not only will you get a better deal, but you will have more integrated features and capabilities now, and in the future. Consolidating services can help you keep your bills straight and give you a single point of contact for any problems or inquiries.

Unlike AT&T, many cable providers do not offer wireless service to their customers. AT&T U-verse brings together your TV, broadband, home phone, and AT&T wireless service all on one bill. With the help of IP technology, AT&T U-verse integrates these services together to give you more convenience and control. Currently, new U-verse TV customers benefit from significant monthly savings for one year for bundling a complete triple- or quad-play of AT&T U-verse TV, U-verse High Speed Internet, U-verse Voice and wireless services. AT&T U-verse Choice bundles let customers choose three services for their bundle — and select home phone or wireless as their voice option — with DVR service and premium features included and a one-year price guarantee.

EQUIPMENT

What do I have to pay to connect all my TVs?

Ask what equipment is included with your TV package. Find out what the monthly fee is and whether that fee increases if you want HD-capable equipment.

All AT&T U-verse TV packages include one HD-ready receiver, and most packages include an HD-ready DVR receiver with Total Home DVR capability. Additional receivers may be added for \$7 each per month. New U-verse TV customers can also receive U-verse TV on Xbox 360, which lets you use your existing Xbox 360 as a U-verse receiver.⁷

Am I getting the latest equipment that will eliminate upgrade hassles in the future?

This is an important question to ask. Determine the type of equipment you expect to receive (new, used, HD-capable, etc.), and verify if the provider offers it and at what cost. Many providers do not include HD-capabilities in all receivers and DVRs, which means customers will need to upgrade and install other boxes when they decide they want HD.

With U-verse TV, all equipment (receivers and DVRs) is HD-capable. Every package includes one HD-ready receiver, and most packages include a DVR receiver with Total Home DVR capability. AT&T was also the first video provider to participate in the new ENERGY STAR program, which means our receivers meet the new energy-efficiency criteria.

CUSTOMER SERVICE

What are other customers saying about the service?

When selecting a TV provider, sometimes the most useful recommendations come from other customers. Your friends and neighbors can tell you about their first-hand experience with their current provider and service. Once you find out what they really think, you might have an easier decision on your hands.

The advanced apps and services offered by AT&T U-verse continue to receive positive feedback and recognition from customers and the industry. AT&T U-verse TV ranks "Highest in Residential Television Service Satisfaction in the North Central, South and West Regions," according to the J.D. Power and Associates 2010 Residential Television Service Provider Satisfaction StudySM.

1. Access to HD service requires \$10/mo and HD Premium Tier available for an additional \$5/mo. 2. Customer responsible for applicable On Demand charges. Once an On Demand is ordered, it cannot be cancelled by remote or customer care. The HD technology fee is not required to purchase individual HD Movies and Events On Demand. 2. Download and watch capability available for select shows and requires select smart phones, Wi-Fi connection, and qualifying U-verse TV plan or monthly subscription fee. Downloaded shows are available for viewing for limited time periods. Ability to browse the TV guide and manage DVR available to all U-verse TV customers. Standard data charges may apply. 3. Total Home DVR functionality is available on up to 8 TVs, and requires a receiver for each additional TV at \$7/mo. 4. Channels/content available for viewing in Multiview are based on TV package and additional programming purchased. A limited number of HD channels is not supported for display within My Multiview. 5. AT&T U-verse High Speed Internet Account required. 6. Purchase of \$99 Xbox kit required. For existing U-verse TV members, additional \$55 installation charge will apply. Requires subscription to U-verse TV with at least one standard receiver, U-verse High Speed Internet, and Xbox Live. Xbox 360 must be purchased separately and must have hard drive. 7. AT&T U-verse received the highest numerical score among television service providers in the North Central, South and West regions in the proprietary J.D. Power and Associates 2010 Residential Television Service Satisfaction StudySM. Study based on 28,489 total responses from measuring 12 providers in the North Central region (IL, IN, MI, OH, WI), 13 providers in the South (AL, AR, FL, GA, KS, KY, LA, MS, MO, NC, OK, SC, TN, TX), and 10 providers in the West (AZ, CA, CO, ID, IA, MN, MT, NE, NV, NM, ND, OR, SD, UT, WA, WY) and measures consumer satisfaction with television service. Proprietary study results are based on experiences and perceptions of consumers surveyed in Nov. 2009 and Jan. 2010, April 2010 and July 2010. Your experiences may vary. Visit jdpower.com