

HOW
BARS CAN
SCORE
ADDITIONAL
REVENUE
WITH
DIRECTV

WHITE PAPER

Television has long been a source of entertainment in bars, and many bar owners/operators may view their cable or satellite bill as a necessary monthly expense. But what if that viewpoint changed, and bar owners instead viewed their TV content as a revenue generator?

This is satellite service provider DIRECTV's goal—to go beyond providing entertainment and to instead deliver a money-making service that “turns customers into regulars.”

NFL SUNDAY TICKET

DIRECTV is the leader when it comes to HD channels, and the provider offers the most channels in the industry. But their sports content that includes MLB EXTRA INNINGS, NBA LEAGUE PASS, NHL CENTER ICE, ESPN COLLEGE EXTRA and the exclusive NFL SUNDAY TICKET—is where bars really stand to gain the lead over their competition.

The popularity of football in the US is undisputed. According to a recent GALLUP Poll, 37% of Americans say football is their favorite sport to watch—triple the amount of viewers of the next-favorite sport, basketball.

A 2017 Sports Poll conducted by Engagement Labs found that NFL regular season games averaged 15 million viewers in 2017—more than three times NASCAR and more than 10 times the combined average of the CFB, NBA, MLB, and NHL. That same poll also found that NFL programming accounted for 66 of the top 100 and 37 of the top 50 TV telecasts in 2017.

DIRECTV's NFL SUNDAY TICKET allows bars to capitalize on this popularity with access to every live NFL game on Sunday. In addition, the Red Zone channel shows every live game where a team is approaching the end zone or about to score. An eight-game channel and a four-game channel allow bars to show multiple NFL games at once, satisfying more customers. This is especially important in today's market where customers aren't just cheering for the home team—they're also keeping tabs on the players in their fantasy leagues.

To further support the growing fantasy market, NFL SUNDAY TICKET also offers a fantasy channel that cuts from the games to analysts who discuss the fantasy stars as the games are progressing. At the bottom of the channel, fantasy stats continuously run across the screen.

FANTASY SPORTS

Fantasy sports is a \$31 billion industry, according to research conducted by Ipsos Marketing for the Fantasy Sports Trade Association. It's also an industry that conveniently fills the slow end-of-summer months when there aren't any



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big sporting events to drive traffic into bars, but NFL fans are starting to look ahead to the football season. In fact, Engagement Labs' 2017 Sports Poll found that sports fans were more interested in the NFL than any other sport for 11 months out of the year in 2017.

To help bars cash in on this market, DIRECTV offers a fantasy football program in addition to its custom fantasy channel. The program provides drafting materials that bars can give away to leagues to encourage them to come in and draft at the bar with members of their league. The kits are about \$40 in value and include draft boards, player stickers, and other supplies.

In addition to the kits, bars can order free marketing materials like banners, coasters, and window clings that promote a bar as "fantasy friendly" as well as advertise the free drafting kits, which helps drive incremental traffic into the bar.

MVP MARKETING

Bars aren't limited to fantasy sports-related marketing materials. As a part of DIRECTV's MVP Marketing program, bar owners can order things like NFL SUNDAY TICKET branded beer buckets, serving trays, etc.—at no incremental cost to them. It's all part of their package as a business customer.

In addition, DIRECTV users are included on a sports bar finder app (available on Apple and Android) that bar patrons can use to find a bar with NFL SUNDAY TICKET. This is especially useful for out-of-town visitors who want to catch their team's game but aren't sure which bar will be showing it.

To streamline the viewing process, DIRECTV provides a full, daily sports schedule that shows what games are on which channels. Bartenders or bar owners can print out this schedule to make finding and putting on the games easier.

All of this marketing support comes free of charge and can make an especially big difference on the bottom line of those bars without a large marketing budget.

If bars still aren't sure if DIRECTV is right for them, the satellite provider offers a profit calculator. Using a venue's average check amount, the calculator computes the additional revenue a bar can expect to generate from DIRECTV packages based on an increase in traffic.

Call 888/303-9117 or visit <https://bit.ly/2vjoehH> for a quote on DIRECTV business packages and find out how your bar can start scoring additional revenue.

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