

The situation

The bar industry is comprised of nearly 70,000 locations in the U.S. and is expected to see small but steady growth over the next five years, due to an increase in household incomes and consumer spending.¹ The recipe for success in the bar industry doesn't have to be overly complex: Mix an amazing atmosphere with an impressive drink menu and great entertainment. Sports bars need to promote all the big games. Nightclubs want to create a modern, trendy vibe. And taverns are looking to create a comfortable escape. DIRECTV can help them call with the best live sports action, crystal clear HD picture quality, and must-see entertainment options every night of the week.



DID YOU KNOW?

The DIRECTV Tablet App⁺ gives bar managers control of all their receivers from one device. It lets them identify receivers with custom names, see what's showing on a particular screen, channel surf using the DIRECTV programming guide and view current and upcoming sports schedules.

3 challenges bottling up bars

Acing reviews

These days, customers use Yelp and similar apps to share their opinions and experiences. The most-reviewed topic? Atmosphere. So bars need to maintain a customer-friendly environment and every visitor as a critic.¹¹ With the DIRECTV Sports Bar Finder App⁺⁺ sports bar customers are automatically listed with their Yelp ratings for patrons searching for sporting events.



Slow nights

Bar managers don't have to lift a finger to bring in big crowds on weekends and holidays, but weekdays present a challenge. From special promotions to live sports on TV, bars need to be creative to keep customers coming in throughout the week.



Bringing customers back

A loyal customer base is one of the most important drivers of success for the bar and nightclub industry. Ensuring every guest has a good time is the best approach for improving loyalty, while rewards programs and promotions can keep customers coming back.¹



3 trends that are stirring it up

Catering to specific audience

More and more, bars are segmenting their customer base and promoting to them based on a specific event (e.g., marketing to hockey fans for the NHL playoffs).²



Got what's hot?

New bar operators pop up constantly to exploit a new need based on a consumer trend, such as the craft cocktail craze or viewing parties.¹



Screen optimization

Covering every inch of wall space with a TV doesn't necessarily maximize the viewer experience. Many bars are realigning by setting up the right number of screens in the right places.³





DIRECTV serves up the biggest benefits, bar none

Bars can bring in consistent crowds by solving a few common issues. DIRECTV can help pack the house by delivering programming that turns new customers into regulars, gives bars a leg up on rival establishments and encourages patrons to stay until the end of games.

1 Make loyalty a top priority

PROBLEM

According to the Restaurant Engine, current customers spend a whopping 67% more than new customers. Loyal customers are the lifeline of a successful business.⁴

SOLUTION

73% of bar and restaurant subscribers rate DIRECTV good, very good or excellent for its *ability to generate more loyal, repeat customers*.⁵ With a wide variety of channels, exclusive sports and satellite music channels, DIRECTV has everything customers are looking for.

2 Stand out from the competition

PROBLEM

When it's tourney time, 25% of college basketball fans choose the establishment with the best TVs.⁶ But what's showing on those TVs is also an important factor for people choosing among nearby establishments.

SOLUTION

Being ready for bigger crowds means offering the very best in sports programming. DIRECTV is the undisputed leader in sports. Only DIRECTV has every live NFL game every Sunday.* We also have MLB, NBA, NHL Hockey, PGA golf, USTA tennis, soccer, college football, basketball, boxing, UFC, WWE... the list goes on. DIRECTV delivers a sports TV experience bars can't get on cable.

*With DIRECTV and NFL SUNDAY TICKET. Out-of-market games only included in NFL SUNDAY TICKET subscriptions. Select international games excluded. Professional and collegiate sports subscriptions sold separately. Blackout restrictions apply.

3 Up the orders per visit

PROBLEM

The average consumer orders 2.3 drinks per occasion.⁷

SOLUTION

With the shows and sporting events people want to see most, DIRECTV helps keep customers in their seats longer—placing more orders. In fact, 76% of bar and restaurant subscribers rate DIRECTV good, very good or excellent for its *ability to get customers to stay longer*.⁵



DIRECTV is the perfect blend for bars

From the casual crowd to club-goers to, DIRECTV offers something for every bar visitor. It's an easy way to create an electric atmosphere that pulls in passersby from the sidewalk and keeps customers sticking around.



Be the top spot for sports

No one can offer the extensive sports lineup DIRECTV does. From all of the major pro sports to big tournaments on the course or court, bars can bring their A game with DIRECTV.



Get the beat going

Every bar has its own vibe. DIRECTV offers satellite music channels, which have a huge selection of commercial-free genres to give any bar the right mix for its brand.



The best in TV all night, every night

Midweek lulls are bad for business. But with DIRECTV, there are games and episodes of the hottest shows on every night—perfect for a Wednesday night watch party.

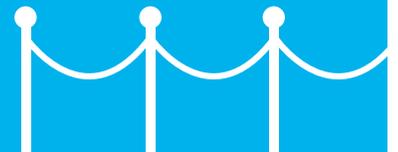


Spread the word

Our complimentary DIRECTV MVP Marketing Program makes it simple for any bar to let everyone know they've got best in entertainment.⁸

67%

The percentage of customers who consume two or more drinks at a nightclub.⁹



Pour it on with optional add-ons

Raising the bar for entertainment is as easy as adding these incrementally valuable DIRECTV features to their service.



Game on

Fans won't miss a minute of the action when you give them our popular sports packages. Pump them up with NHL® Center Ice®, MLB EXTRA INNINGS® and NBA LEAGUE PASS. Plus, only DIRECTV has NFL SUNDAY TICKET, featuring every live game, every Sunday*, so football fans can watch their favorite out-of-market teams. Bars can even receive a free promotional marketing kit to drive traffic.

*With DIRECTV and NFL SUNDAY TICKET. Out-of-market games only included in NFL SUNDAY TICKET subscriptions. Select international games excluded. Professional and collegiate sports subscriptions sold separately. Blackout restrictions apply.



TV that speaks their language

DIRECTV is fluent in international programming, so there's a wide variety of foreign-language packages featuring channels from around the globe.



More everything

Go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.

\$19.9 BILLION

The total of food and drink sales at U.S. bars and taverns in 2016, up from \$17.8 billion in 2010.¹⁰



4 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Set the mood in your lounge area.
- 2 Give the bar a boost with the top games and shows.
- 3 Keep the excitement going outside on the patio.
- 4 Stay tuned in to big news in the back offices.

1. <https://www.ibisworld.com/industry-trends/market-research-reports/accommodation-food-services/bars-nightclubs.html>

2. <https://www.vemos.io/blog/2015-01-20-4-trends-to-watch-in-2015>

3. http://www.omaha.com/go/dining/restaurant-tvs-owners-are-split-over-the-practice-though-many/article_1bc7e176-cdbd-518a-9774-9372df0960ac.html

4. <https://restaurantengine.com/5-creative-ways-restaurants-earn-loyal-customers/>

5. Based on a February 2017 national survey of business-viewing subscribers that expressed an opinion.

6. <http://itsallaboutsatellites.com/10-tips-to-successfully-market-march-madness-at-your-bar-or-restaurant/>

7. http://www.nciaa.com/content.aspx?page_id=22&club_id=160641&module_id=29898

8. <http://directvmvp.com>

9. <http://www.statisticbrain.com/nightclub-industry-statistics/>

10. <https://www.statista.com/statistics/218851/us-bars-and-taverns-food-and-drink-sales/>

11. <http://fit-small-business.com/how-to-market-a-bar/>

+Certain remote control functions require a standard DIRECTV remote. iPad® remote control functionality requires an Internet or Wi-Fi connection and is limited to the range of network. Internet access and directv.com login required. Internet connections may vary. Only available on certain Internet-connected receivers. Visit directv.com/apps for complete details. Remote connections may vary. Charges may apply for an Internet Connection Kit and installation. Requires DIRECTV Plus HD DVR (models HR20, HR21, HR22, HR23, HR24), DIRECTV Plus DVR model R22, or DIRECTV HD Receiver (models H21, H23, H24, H25) connected to broadband. DIRECTV Receiver(s) and the iPad® must be connected to the same network. iPad® is a registered trademark of Apple Inc. ++By downloading this app you are verifying that you are over the U.S. legal drinking age of 21 years old. Use of DIRECTV mobile apps is licensed under DIRECTV's current End User License Agreement. Use of DIRECTV mobile apps is also subject to DIRECTV's privacy policy and other legal policies, including DIRECTV's Customer Agreement for users who are DIRECTV customers. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. All other marks are the property of their respective owners. ©2017 AT&T Intellectual Property. All Rights Reserved. AT&T, Globe logo, DIRECTV and all other DIRECTV marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies.