



The situation

Exercise as a key to healthy living has resulted in more than 5 billion visitors to health clubs, gyms and fitness studios annually.¹ The industry is benefitting from consumer trends focused on improving health, fighting obesity and even alleviating depression.² The interest in fitness for adults between the ages of 20 and 64, is growing, causing a greater demand for gym memberships.³ As a result, health clubs are offering innovative amenities to win over new prospects. DIRECTV is a popular solution for enhancing the workout experience with the same variety of entertainment people enjoy at home.

Best practices to meet member expectations

With more Americans incorporating fitness into their daily routines, there is a new demand for more options to suit a variety of preferences.³ New equipment, classes, activities and perks need to be offered to attract members and keep them happy. One such perk is providing TV at or near exercise machines. It's an easy way to elevate the appearance of a club, while helping exercisers overcome boredom and fatigue.



DID YOU KNOW?

A combination of music *and* video can lower the rate of perceived exertion and increase positive emotion during intense exercise more than just listening to music alone.⁴

3 fitness industry trends



Baby boomers

The industry is expected to grow as baby boomers become more health conscious.³



Elevating entertainment

Some clubs offer cardio cinemas where members can work out in a darkened theater atmosphere while watching movies.⁴



Interval training during ads

When watching TV on the treadmill, gym members are using commercial breaks as quick periods to up the intensity of their workouts.⁴

3 hurdles to overcome



Fitness as a lifestyle

One of the biggest industry challenges is overcoming the short-term nature of many memberships. Gyms need to be flexible to accommodate their members' schedules, goals and preferences.⁷



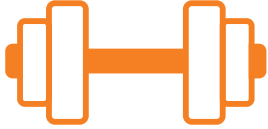
Accommodating corporate America

Companies are realizing that healthy employees are happy employees—and creating healthy programs leads to greater productivity.⁵ This has sparked the development of corporate plans and tailored programs to help the workforce get fit.



Budget-conscious members

A recent increase in cost-conscious members has altered the fitness industry.³ Health clubs now have to find budget-friendly solutions to compete with low-cost clubs that have now entered the marketplace.



How DIRECTV pumps up club benefits

Health clubs can power up their businesses by enhancing a few key factors. DIRECTV can help build momentum by making workouts more entertaining, getting an exerciser's mind off their fatigue and giving a club a leg up on the competition.

1 Make workouts more enjoyable

PROBLEM

Just 20% of Americans do the 150 minutes of strength and cardiovascular physical activity recommended per week and 80.2 million Americans over the age of 6 are completely inactive.²

SOLUTION

This unmotivated group could benefit and get inspired to be more active if it has the opportunity to view popular shows, sports and movies while working out. DIRECTV creates a more inviting atmosphere at the gym and helps entice prospective members to join.

2 Take members' minds off the discomfort

PROBLEM

People have a hard time staying motivated to continue working out.⁶

SOLUTION

Watching TV while running or cycling can help provide a distraction from discomfort. This helps people push through the pain and exercise at a greater intensity or for a longer time.⁴

3 Keep pace with the competition

PROBLEM

There are about 36,540 health clubs operating in the U.S.¹

SOLUTION

With so many new franchises and neighborhood locations popping up, a health club needs to match the benefits they offer, at the very least. With a wide selection of top channels, DIRECTV will impress every member who walks through the door. They'll have the option to catch a big game, see episode of their favorite show or watch a movie while they burn calories.



DIRECTV pumps up every workout

Whether you offer personal TVs on treadmills or bigger screens throughout your cardio and locker-room areas, DIRECTV delivers the programming that makes workouts fly by. It's an easy way to help everyone stay motivated with the shows they love.



Set the tone for a great workout

Whether they're listening to fast-paced tunes with DIRECTV satellite music channels or catching up on their favorite comedies, DIRECTV stimulates the brain while members flex their muscles.



Keep the energy level high

DIRECTV gives gyms an energetic atmosphere, so when members walk in, they'll feel inspired to get moving.



Be the best around

DIRECTV helps health clubs jump ahead of other places down the street that don't offer the best in TV entertainment.



Strengthen customer loyalty

Increasing the benefits of membership with an upgrade to DIRECTV will help decrease turnover.

71.4%

The average rate of member retention for the International Health, Racquet & Sportsclub Association clubs.¹



Pick up the pace with optional add-ons

Gym owners who want to give 110% can go above and beyond by adding these incrementally valuable DIRECTV features to their service.



Game on

To encourage the team to treat the office like a hangout, DIRECTV sports packages are just the ticket. Office managers can invite employees to unwind after hours and take in a game on NBA LEAGUE PASS, MLB EXTRA INNINGS® or NFL SUNDAY TICKET, just to name a few.



TV that speaks their language

DIRECTV is fluent in international programming, so businesses can choose from a wide variety of foreign-language packages featuring channels from around the globe.



More everything

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



5 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Create an inviting atmosphere in the reception area.
- 2 Liven up the locker rooms.
- 3 Make it “game on” at the juice bar.
- 4 Amp up the programming on every cardio machine.
- 5 Keep up with current events in private offices.

152

The number of calories burned running on a treadmill while watching a 44-minute TV show.⁴



66 MILLION

The number of Americans who utilized a health club in 2016.¹

1 <http://www.ihrsa.org/about-the-industry/>

2 <http://time.com/4474874/exercise-fitness-workouts/>

3 <https://www.ibisworld.com/industry-trends/market-research-reports/arts-entertainment-recreation/gym-health-fitness-clubs.html>

4 <https://www.outsideonline.com/1786241/it-bad-watch-movies-while-working-out>

5 <http://www.foxnews.com/health/2016/12/27/top-20-fitness-trends-for-2017.html>

6 <https://www.verywell.com/top-reasons-you-dont-exercise-1229759>

7. <http://www.ihrsa.org/home/2014/1/9/challenges-in-the-fitness-industry-need-to-be-overcome.html>

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