

The situation

Business is sizzling in the restaurant industry. According to The National Restaurant Association, the compound annual growth rate for the industry since 2007 has been 4.3 percent.¹ To capitalize on this steady growth, restaurant operators are cooking up ways to stand out and create a dining experience that transcends food alone, including adding TVs in their establishments. DIRECTV can help make every visit more engaging for diners, which bolsters their loyalty and keeps them at their table longer.



DID YOU KNOW?

42% of consumers say tech options make them more likely to choose one restaurant over another.²

Best practices to fill the booths

Locally sourced ingredients, a diverse menu and healthy options all contribute to quality dining experience. But they won't necessarily bring customers through the door on their own.⁴ DIRECTV can help drive traffic during slow times and boost sales of high-margin items, such as appetizers, snacks and drinks. A restaurant that carefully considers its audience and theme when drawing up its programming plan can win by complementing a memorable meal with great entertainment.

3 trends that are heating up

Tech integration

Online reservations, ordering kiosks and mobile payment are becoming more popular in restaurants and 92% of consumers believe such features will be more common in the future.¹

Catering to trendsetters

Restaurants are appealing to high-spending young crowds who drive the latest trends. For example, sports fans in New York gather at accommodating restaurants on early mornings to catch English Premier League soccer.⁵

Options are everything

Rising customer expectations have caused restaurants to rethink their entire business. From adding special menu items for diners with dietary restrictions to enhancing the atmosphere with commercial-free music and tailored TV programs.⁶

3 challenges that are burning restaurants

Staying staffed up

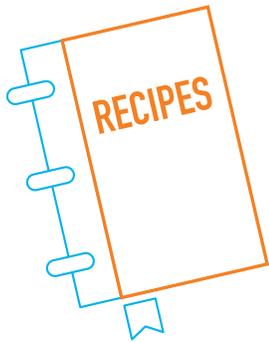
Today there is more competition for qualified candidates and thus an increasing need to keep current employees satisfied so they don't jump ship.⁶

The cost of innovation

Restaurants are feeling the pressure to update their systems and technology to keep pace with other businesses. But the investment required can be substantial—which has left many restaurants weighing the value of these innovations.⁶

Evolving customer demands

Guests' perception of an excellent dining experience has evolved. The ways in which a restaurant meets customer needs has to evolved from just a decade ago. Restaurant owners can lean on emerging tools, such as Yelp Trends, to get a better sense of what guests expect.⁷



DIRECTV is a key ingredient for success

Restaurant owners and managers are constantly looking for any edge they can find to help their business thrive. DIRECTV can help give restaurants more appeal by delivering the right mix of programming and giving patrons a reason to stay longer.

1 Put tailored programming to work

PROBLEM

Winning over guests takes more than hanging a flatscreen on the wall and pushing the power button.⁴

SOLUTION

DIRECTV offers the flexibility and breadth of options a restaurant needs to customize its guest experience. Create a theme-specific ambiance with DIRECTV satellite music channels, appeal to a specific audience with sports or international programming and tie special promotions into popular televised occasions, like season finales, awards shows and political events.⁵ And with the DIRECTV Tablet App,[†] restaurant staff can see what's playing on every TV from one screen, browse the programming guide and see what sporting events are coming up.

2 Be the "it" place

PROBLEM

Competition is tougher than ever with more than 1 million restaurants currently operating in the United States.²

SOLUTION

Restaurants need to win over customers in every sense. While an appetizing menu and comfortable surroundings may appeal to a patron's taste, smell and touch, DIRECTV can engage with sights and sounds. Have a sports crowd? Only DIRECTV has every live NFL game every Sunday.* Want to keep guests tuned in to the stories of the day? DIRECTV has all the top news channels. Want to show a major event? DIRECTV offers restaurants local channels too. There's something for everyone to help create a complete sensory experience that the competition can't match.

*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 Set the tone for long-term success

PROBLEM

59% of restaurants fail within the first three years.⁹

SOLUTION

DIRECTV can be a valuable tool that helps to drive repeat business by creating a more pleasant dining experience. Patrons can stay up to date on news of the day or be entertained by a variety of popular programs. They'll come for the food and stay for DIRECTV.



DIRECTV brings big benefits to the table

For a restaurant experience worthy of a five-star review, restaurants need to serve up more than great food. DIRECTV helps satisfy patrons' appetite for entertainment with a wide variety of movies, shows, sports and news.



Pack the house for every game

With the best NFL, NBA, NHL and MLB programming options, restaurants can keep the momentum going all week long.



Get into a rhythm

A major part of a restaurant's ambiance is its music. With DIRECTV satellite music channels, the never-ending playlist can feature any genre—from cool indie tunes to hot country hits.



Become the entertainment hub

DIRECTV can help a restaurant gain a reputation for being more than just a great place to eat. With Pay-Per-View events, viewing parties and special program-based promotions, a restaurant can be the go-to place everyone gathers.



Keep the atmosphere buzzing

DIRECTV gets the conversation going and keeps the background vibe lively, helping to avoid the dreaded "this place is dead" feel.

53%

The percentage of diners that say the availability of TV programming at a restaurant positively impacts their experience.⁴



Spice things up with optional add-ons

Restaurants can order off the main menu to add 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.



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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.

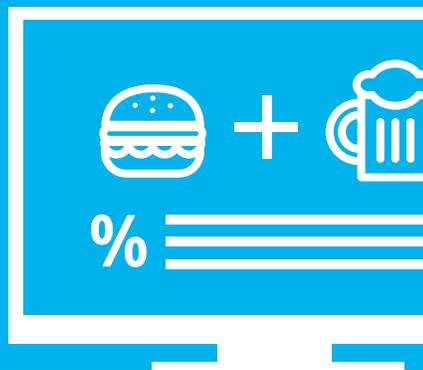


6 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Reduce perceived wait times in the front of the house.
- 2 Get people talking in the bar or lounge.
- 3 Brighten up outdoor dining on the patio .
- 4 Keep guests connected in the main dining area.
- 5 Have access to breaking stories in back offices.
- 6 Add more enjoyment to the staff breakroom.

3 in 10

How many guests choosing a particular restaurant over another for TV-watching occasions based on messaging that emphasizes food or drink specials that go along with specific programming.⁴



30%

The percentage of consumers who say technology makes them dine out more often.²

1. <http://www.nm.com/sales-trends/nra-restaurant-sales-hit-799b-2017>

2. http://www.restaurant.org/Downloads/PDFs/News-Research/Pocket_Factbook_FEB_2017-FINAL.pdf

3. http://www.omaha.com/go/dining/restaurant-tvs-owners-are-split-over-the-practice-though-many/article_1bc7e176-cdbd-518a-9774-9372df096dac.html

4. <http://www.restaurantbusinessonline.com/resources/brandinsight/4-ways-tv-gets-diners-door>

5. <http://www.telegraph.co.uk/sport/football/competitions/premier-league/11324516/New-York-fans-of-Premier-League-teams-are-suckers-for-soccer-and-every-bit-as-passionate.html>

6. http://www.restaurant.org/Downloads/PDFs/News-Research/2017_Restaurant_outlook_summary-FINAL.pdf

7. <https://upserve.com/blog/your-restaurant-menu-can-read-minds-with-yelp-trends/>

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

9. <https://mobivity.com/2017/02/the-biggest-challenges-facing-the-restaurant-industry/>

*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. 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.