



dish™

ALLIANCE
GROUP



We're DISH.

Welcome to the DISH Alliance Group: A unified, enterprise-wide partnership initiative for companies to access the full range of DISH's capabilities and offerings. We've recognized an opportunity to expand strategic partnerships, including linear TV, marketing, broadband solutions, commercial, Sling TV®, AirTV™, as well as In-Home Services and support for mutual benefit.

Partnering with DISH through the Alliance Group gives your business access to a suite of bilingual capabilities, including our flagship DISH TV service, as well as new and emerging video solutions like Sling TV® and AirTV™. Increase broadband sales by partnering with DISH to sell your broadband service to DISH's new and existing customers in our industry-leading customer service with dedicated customer experience centers. DISH operates a national in-home installation work force known as In-Home Services, which makes house calls to thousands of Americans every day and is utilized by premier brands such as Samsung and Amazon. Extend your business reach with co-marketing opportunities to further monetize your customer base.

Together, we have an opportunity to shape the entertainment and technology of tomorrow through mutually beneficial partnerships. Consumers are demanding new connectivity solutions at an astounding rate; a partnership with DISH will allow you to be competitive and leverage all of DISH's solutions, as well as the sales and service capabilities necessary to support those offerings.

Shawn Stickle

Shawn Stickle, General Manager



For more information on the DISH Alliance Group and how to participate, contact Scott Andreas:
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DISH



Call Transfer Program



Sling TV



AirTV



Retailer Channel



Broadband



DISH Business



Smart Home Services



Why Sell DISH?

- Award-winning technology is best-in-industry
- DISH is ranked #1 in Customer Satisfaction by J.D. Power and our customers*
- Best value in satellite TV providers
- Large existing customer base
- Bilingual customer experience centers with dedicated agents
- Nationally recognized brand with co-marketing opportunities

DISH Customized Video Solutions position our partners for success with their customers. From DISH's traditional satellite TV services to Sling TV's cord-cutting to AirTV (OTT device) to free local services via an over-the-air antenna, DISH provides the total turnkey solution into the video world!

Whether you are attempting to enter or exit the video business, DISH has a program to help monetize your consumers and protect them from your competition.

Programs Available:

- DISH & Sling TV - Acquisition/Retention
- Ability to right-size a television solution to your consumers
- Convert unprofitable video subscribers to DISH & Sling TV

Through the Video Partnership Program, DISH leverages 42+ years of experience in your corner to help you protect and expand your business.



*DISH Network received the highest score in the nation in the J.D. Power 2021 U.S. Residential Television Service Provider Satisfaction Studies of customers' satisfaction with their current television provider. Visit [jdpower.com/awards](https://www.jdpower.com/awards)



Call Transfer Program

Why Partner with DISH?

- Stop losing money on video with a customized solution
- Protect broadband customers with a synthetic-video bundle
- Further monetize broadband customers through a competitive-incentive structure
- Co-marketing opportunities available
- Nationally recognized brand with leading technology
- Bilingual customer experience centers
- #1 in J.D. Power for overall customer satisfaction

Many broadband companies offer their own video solution, but increasing programming costs and a large number of internet-only customers have left many looking for alternate video solutions. The Call Transfer Program through the Alliance Group gives your company a new sales and marketing arm with which to sell DISH Video solutions to internet-only customers. No need to clog the pipes with unprofitable video content when you can partner with DISH and offer the best-in-class video service to your customer base. We consider this a synthetic bundle, in which you own and bill the broadband portion and DISH owns and bills the video portion. Promoting DISH Video couldn't be easier: unique toll-free numbers will direct subscribers to DISH sales agents for best-in-class service.

With the Call Transfer Program, there is no need to become an expert in selling or fulfilling DISH. Communications that promote DISH to your customers help to improve response and conversion rates, and allow DISH to pay a substantial incentive for new activations.

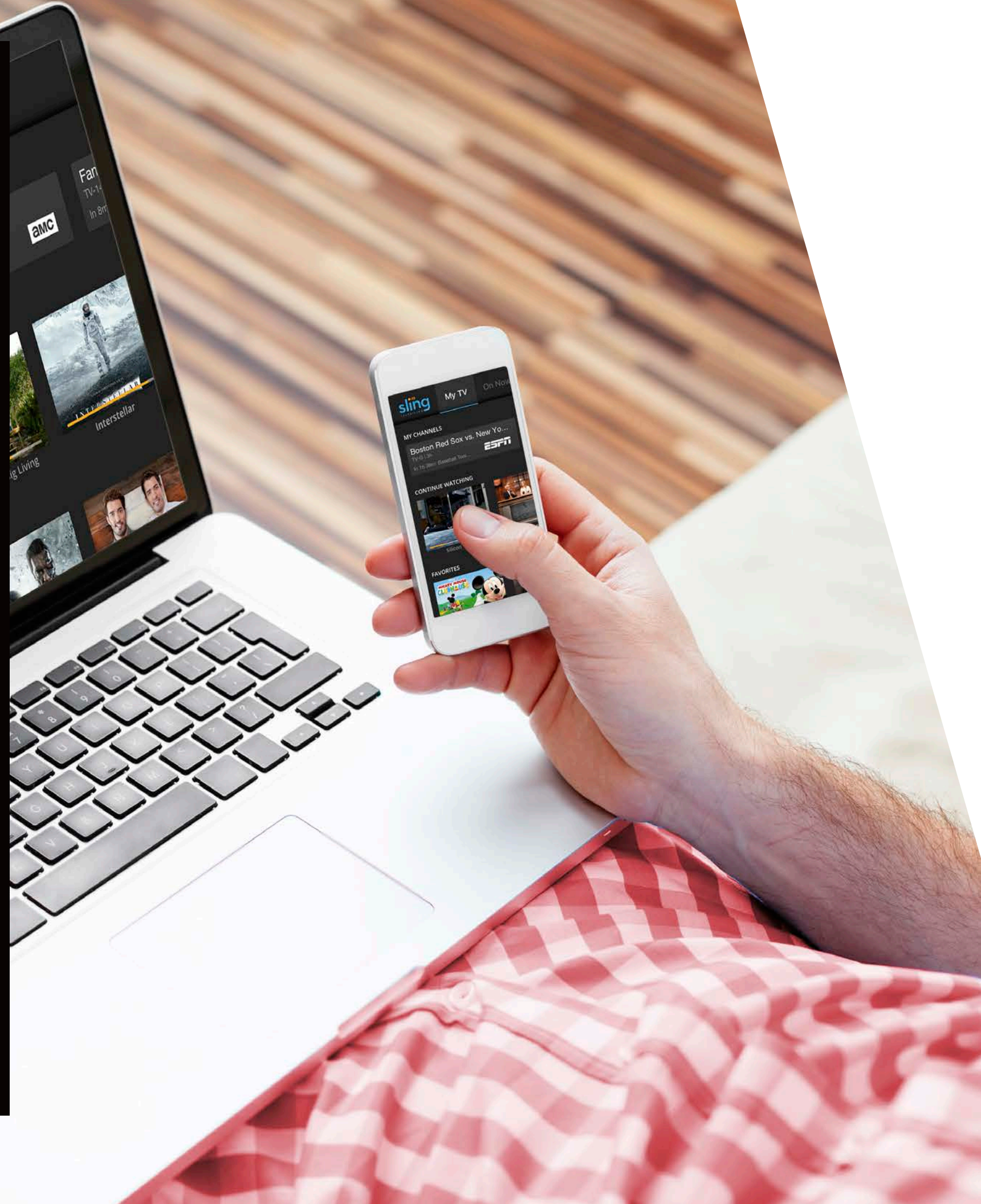


Sling TV® is a streaming television service that delivers live and on-demand entertainment instantly, with the simplicity of an app. Launched in 2015, Sling was the first over-the-top (OTT) internet-based television service provider. A partnership with the Alliance Group will enable you to offer customers a personalized live TV experience available only with Sling.

Sling is the only TV service that gives customers the value, choice and freedom of a personalized live TV experience. They can customize their channel lineups with extras in genres like sports, comedy, kids, news and more. They can stream on their favorite devices instantly — anytime, anywhere. No useless channels, no long-term contracts, no hidden fees.

Why Partner with Sling?

- Integrated billing and revenue share opportunities
- Ideal for cord-cutters
- Compatible with nearly every device





AirTV and AirTV Player are OTT-based alternatives to most traditional TV services. Rather than paying for channel packages, your customers can customize their entertainment experience by integrating local over-the-air (OTA) channels like news, local sports and entertainment right alongside their favorite streaming services, including Sling TV®, Netflix and more. But the best part is, you can offer your customers local over-the-air channels like ABC, CBS, NBC and FOX — all without a monthly bill! AirTV connects a single OTA antenna with your customers' home Wi-Fi network to seamlessly stream local OTA channels in HD throughout the house, and even outside the home with a standalone app.

Cut the cord. Keep the TV experience.

You shouldn't have to be a techie to watch the TV you love. With an AirTV Player, you can easily browse and watch your entertainment on a single platform with one remote. Don't ditch the familiar experience of traditional TV — just bring it into the modern era of entertainment.

Stream your favorite content or watch it live

Fully integrated with Sling TV for a seamless experience

Works with Netflix, YouTube, Google Play and other streaming services

Watch local channels in HD with the AirTV Adapter

Record local channels with DVR External hard drive required — sold separately.

4K Ultra HD-capable Watching 4K requires a 4K TV.

Partnering with DISH through the Alliance Group offers your customers all the FREE local TV they love, integrated right alongside their favorite streaming channels. Customers across the country are cutting the cord on traditional TV services. The Alliance Group gives your business the perfect solution for those customers looking for an alternative to traditional cable and satellite services.

Why Partner with AirTV?

- Emerging over-the-air TV market ripe for incremental growth
- High margins on equipment sales
- Best solution for cord-cutters and optimized for Sling TV



Retailer Channel

At DISH, we believe that our Retailers are the cornerstone of our success and we provide dedicated support to ensure their success. Our diverse programming, along with our commitment to providing superior value and technology, differentiates DISH from its competitors and provides great sales opportunities for partners looking to serve their communities across the nation.

Why Partner with Retailer Channel?

- Diversify your offerings with industry-leading value and technology
- Full access to sell the DISH suite of products (DISH satellite TV, Sling TV®, AirTV Player™, over-the-air antennas and more) with packages that fit every customer
- Lucrative incentives paid 2x per week
- Recurring monthly incentives
- Dedicated Retailer help line
- Field training personnel available as well as online training resources
- Offer Retailers across the nation local support from dedicated account managers as well as support from subject matter experts (Latino, international, commercial and more)
- Funds provided to support marketing efforts





Broadband

At DISH, we get thousands of calls every day from new and existing customers asking for Broadband. Our goal is to provide our subscribers with the best Broadband service available in their area. We prefer to offer a wired or terrestrial solution that helps subscribers get the most out of their DISH equipment. We are looking to expand our 3rd-party Broadband partnerships and sell your Broadband through our DISH-owned customer experience centers. DISH provides a unique opportunity to expand your sales and marketing reach with minimal investment.

Why Partner with DISH?

- Nationwide video coverage requiring quality broadband
- Large existing customer base looking to DISH for broadband recommendation
- Bilingual customer experience centers with dedicated broadband agents
- Nationally recognized brand
- New sales and marketing channel with minimal investment



DISH Business

The Alliance Group can help open new doors into the world of commercial opportunities. DISH Business is dedicated to delivering superior value, service and technology to business customers of all sizes and types. With game-changing technology like DISH SMARTBOX®, your business can extend its reach into all any property opportunity, including: hotels, hospitals, apartments, and more. Additionally, you'll get the tools you need to effectively sell and support TV services to small and medium business customers. TV packages like the Flex Pack from DISH allow businesses like bars, restaurants, private offices and repair shops to create custom TV solutions to fit their business, all with a 2-Year TV Price Guarantee.

Why Partner with DISH Business?

- Increase acquisition and revenue with superior video offers for business customers
- Industry-leading technology that is scalable, manageable and affordable
- Simplified video solutions to accommodate any size and type of business
- Dedicated customer service for commercial support

Smart Home Services

DISH relies on In-Home Services (IHS) to support and service over 13 million customers across the country every day – and thanks to the Alliance Group, your business can rely on IHS for your customers' installation services and technical needs. With nationwide in-home expert coverage, you'll have the capacity to service 600,000 customers monthly! IHS can route thousands of appointments each day by utilizing a best-in-breed cloud-based workforce management system – ensuring the right technician arrives on time to every appointment. A partnership with DISH through the Alliance Group gives you access to our fleet of professionally trained technicians, including all the necessary tools and equipment.

Why Partner with In-Home Services?

- Coverage in all 50 states
- Year-round operations
- Same-day appointment scheduling
- Cloud-based field management system
- Professionally trained technicians
- Predictable and consistent customer experience
- 93% Technician Net Promoter Score



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