



## **DIRECTV GO becomes first pan-regional OTT platform in its category**

DIRECTV GO now available in eight countries, bringing the best in premium live and On Demand TV on a single streaming platform

Platform available now in Brazil and mid-December in Argentina

**Dallas, TX, December 2, 2020** – Vrio Corp., a leading digital entertainment services company in Latin America, announces the launch of **DIRECTV GO** in Brazil starting this week, and in Argentina in mid-December. A pioneer and unique regional streaming platform that combines the best live television and On Demand content to delight local customers in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru and Uruguay. Users will be able to sign up without an annual contract or service installation, simply requires internet access<sup>1</sup>.

DIRECTV GO is the only pan-regional streaming platform delivering local and international content live and On Demand. The expansion is part of Vrio's regional entertainment strategy to respond to consumer demand and further expands its offerings in prepaid and postpaid satellite television to provide access and deliver entertainment and information to consumers in the region.

"The launch of DIRECTV GO in Brazil and Argentina is an exceptional milestone in our strategy to grow the innovative digital products and services offering to the region," said Michael Bowling, President DIRECTV Latin America. "It provides consumers with the opportunity to access the content they enjoy the most how, and when they want it, with flexible access on multiple devices, through one provider, and without subscriptions. It is a new era in entertainment," he added.

DIRECTV GO is designed to provide consumers access to the best entertainment experience online, wherever they are, whenever they want it without the need for a pay TV subscription<sup>2</sup>. In fact, 36% DIRECTV GO clients have not had pay TV before and has entered streaming services directly in search of content options, convenience and freedom. DIRECTV GO is a smart and simple choice for all clients, offering the best mix of TV and On Demand streaming with full seasons of popular series and live world-class sports competitions with no loyalty or long-term plans.

Among the live options, DIRECTV GO offers access to TV programming for the top national television networks, such as TV Globo and Record (Brazil), Azteca

---

<sup>1</sup> Requires 18 years of age or older, valid form of payment and to accept the corresponding Terms and Conditions. It is recommended that users have a minimum of 4 Mbps in their home and 2.5 Mbps for mobile devices. For a high-quality experience, it is recommended to have 10 Mbps. More information along with general requirements and Terms and Conditions in [www.DIRECTVGO.com.br](http://www.DIRECTVGO.com.br).

<sup>2</sup> DIRECTV GO is available at no additional cost to subscribers of DIRECTV satellite tv services in Argentina, Chile, Colombia, Ecuador, Perú and Uruguay. More information at [www.DIRECTVGO.com](http://www.DIRECTVGO.com).



Mundo, ADN 40 and Imagen Multimedia (Mexico), Mega, Chilevision, Canal 13 y TVN Chile (Chile), Caracol and NN24 (Colombia), Canal 13, América TV y Telefé (Argentina).

The DIRECTV GO extensive On Demand catalog includes hundreds of series such as HBO's "I know this much is true", "Lovecraft country", "Patria", "Game of Thrones" and "The undoing". Viewers will also find the best FOX Premium content, with series like "Godfather of Harlem", "Devs", "Mrs. America" and "This is us"; or "The Hour" from TNT Series, "The walking dead: world beyond" from AMC, or The Handmaid's Tale, of Paramount Channel, among many others.

DIRECTV GO customers will also enjoy thousands of movies, such as "Green Book", "It Chapter Two," "Zombieland: Double Tap," "Downton Abbey," "Joker" (from HBO); and "The Heist of the Century," "Terminator: Dark Fate," "Jojo Rabbit" (from FOX).

Among the sports offer, the streaming platform will feature a wide range of live sports programming such as CONMEBOL, LALIGA SANTANDER or COPA SUDAMERICANA, and through FOX Sports or ESPN channels viewers can enjoy Campeonato Brasileiro de Futebol / Nacional Soccer Championship , Premier League, COPA LIBERTADORES and UEFA CHAMPIONS LEAGUE, as well as the best of local and international competitions\*.

In Brazil, through a partnership with CONMEBOL TV, a product that is property of the South American Confederation in Brazil and is produced and programmed by Band Sports, customers will have access to matches of the CONMEBOL Libertadores, CONMEBOL Sudamericana and CONMEBOL Recopa for the next three seasons. In the countries where it is available, DIRECTV GO will also feature DIRECTV Sports, the DIRECTV owned channel home to the best of sports programming, such as the Premier League, La Liga Santander, Ligue 1, French Cup, German Cup, Italian Cup, the Spanish Super Cup, Copa Sudamericana, Copa America, and others with more than 700 games per season.

DIRECTV GO operates through the OTT (Over the Top) concept and it`s a 100% online platform. The product has flexibility and can be accessed through a variety of internet-enabled devices such as Smart TVs, Apple TV, Roku, Samsung TV, smartphones (iOS and Android), notebooks, tablets, Chromecast and desktops. The users can connect from different devices, according to their routines.

\*Programming options may change depending on the country.

### **About DIRECTV GO**

With DIRECTV GO, users can access the best of national and international live and On Demand content how and when they want across devices, such as smartphones, tablets, laptops, computers, or Smart TVs. DIRECTV GO is an over-the-top (OTT) subscription service that offers online access to a variety of programming in different Latin American countries. Includes access to linear, live channels, On Demand and sports content, and premium programming subscription option. DIRECTV GO is a Vrio service offered by its affiliated company Latam Streamco Inc.. DIRECTV GO and the pay TV service DIRECTV



are different offers that require independent subscription fees and taxes. DIRECTV GO is available at no additional cost to DIRECTV subscribers in Argentina, Chile, Colombia, Ecuador, Peru and Uruguay as per an agreement with Vrio and DIRECTV's satellite television service providers. More information at: [www.DIRECTVGO.com](http://www.DIRECTVGO.com). ©2020 AT&T Intellectual Property. DIRECTV, DIRECTV's logo and all other DIRECTV brands are property of AT&T Intellectual Property and/or AT&T affiliate companies.

**About Vrio:**

Vrio is a leading provider of digital entertainment services in South America and the Caribbean with more than 10 million subscribers in 10 countries and 9,000 employees across the region. Vrio is best-in-class entertainment including world-class sporting events, international content and exclusive programming. Vrio offers services in Brazil through the SKY brand and in Argentina, Barbados, Chile, Colombia, Curacao, Ecuador, Peru, Trinidad and Tobago and Uruguay through the DIRECTV brand. More information at: [www.vriocorp.com](http://www.vriocorp.com). Vrio is part of AT&T Inc. (NYSE:T).