

For 30 days and starting on March 17

Coronavirus: In light of the possible school closures DIRECTV will offer educational TV in its programming grid

Together with Disney, National Geographic, Discovery, Torneos, Takeoff Media, DIRECTV will open the Escuela Plus channel (804) to all its clients in Argentina, Chile, Colombia, Ecuador, Peru, Uruguay and Venezuela, providing audiovisual content to primary and secondary schools.

March 18, 2020 - In light of possible school closures in several countries of the region as a consequence of the advancement of the Coronavirus, DIRECTV announced together with its partners Disney, National Geographic, Discovery, Torneos and Takeoff Media, that it will release during 30 days, starting on March 17 access to the educational content channel Escuela Plus (804).

This measure will benefit all subscribers located in Argentina, Chile, Colombia, Ecuador, Peru, Uruguay and Venezuela, who will be able to access the channel for free. Almost 10,000 schools have access to this channel in the region, as part of the Escuela Plus Corporate Social Responsibility program.

"Our commitment and that of our educational partners inspired us to offer a quick and efficient solution that will allow continuous learning for children, despite the current difficulties. We hope to continue contributing to the Ministries of Education and to society in general, from our position and through the technology and content of DIRECTV and its partners," said Sandro Mesquita, Vice President of Social Responsibility and Sustainability - AT&T | Vrio. Latin America.

"AT&T and VRIO are working on different ways to be able to attend their subscribers and employees as well as the community and the government entities. We reiterate our commitment as an entertainment company responding to our millions of clients in Latin America, who in large part receive information about the situation through their TV-screens. In addition, now we contribute to the school continuity of the students as well, offering the educational content through Escuela Plus on our screens," said Michael Bowling, President of DIRECTV Latin America.

At the same time, DIRECTV makes ESCUELA Plus available to its clients offering teaching cards and guides that will allow them to benefit from this content in the best way possible. They are available under the following link: www.escuelaplus.com.

Escuela Plus is a free educational program for rural schools in Latin America. It seeks to bridge the social and technological gap, bringing audiovisual content that complements the primary and secondary curricula of schools.

The program, which is already operating in almost 10,000 schools throughout the region, is promoted by the Sustainability area of AT&T, DIRECTV and SKY in partnership with its strategic partners: Disney, National Geographic, Discovery and Torneos, provide television content and educational cards that guide its educational implementation and Takeoff Media provides the digital platforms for this program.

At the end of January, AT&T Latin America and the Inter-American Telecommunication Commission (CITEL) of the Organization of American States (OAS) signed an agreement to jointly promote digital education programs in schools in America. The initiative is part of the ICT 2030 Alliance, whose main objective is to connect all public schools in the Americas by 2030.