

Spotlight Story: DIRECTV for BUSINESS®

1. **Q:** What does your company do that supports/assists restaurants?

A: DIRECTV for BUSINESS® is the leading provider of live television to restaurants in the US. We help operators curate the right sports content and music to create great guest experiences and help drive traffic, revenue and customer loyalty. We have been serving the restaurant industry for more than 30 years and take great pride in being the leader in sports for businesses, providing great support, and a world-class guest viewing experience.

With the increased fragmentation of content rights across multiple streaming platforms in the consumer sector, DIRECTV for BUSINESS has continued to successfully aggregate live sports rights for commercial establishments. DIRECTV for BUSINESS provides a simple, reliable platform for viewing the sports you want and need, including NFL Sunday Ticket by Everpass, ESPN+ for Business, Amazon Thursday Night Football and much more., One partner, one platform.

2. **Q:** What's a new service or product of yours that you want restaurant members to know about?

A: Signal-Saver. Some customer locations can be adversely affected by extreme inclement weather, and in the past, that could impact the satellite signal and TV programming. DIRECTV Signal-Saver provides for a real-time signal backup if the satellite signal is impacted, providing 100% uptime, and allowing guests to enjoy the best in live sports without interruption.

3. **Q:** Why have you joined the CRA?

A: DIRECTV for BUSINESS cares deeply about the hospitality industry. We understand the economic and technology challenges operators are facing. We want to listen, share ideas, and help operators find ways to drive traffic, increase customer spending, and grow their business through effective use of entertainment technologies.

4. **Q:** Why do you choose to work with restaurants?

A: DIRECTV for BUSINESS and the hospitality industry are closely linked. We provide a product that brings people together, celebrates sports, and creates exciting experiences, just like the restaurant industry. Their success is our success, and we know that we can better overcome changes and challenges by working together.

5. **Q:** How can people get in touch with you for questions?

A: Call Jim. No 1-800#, no generic email. Jim and the DIRECTV for BUSINESS National Accounts team are dedicated to serving CRA members. Jim Grandahl- National Accounts, DIRECTV for Business. jgrandahl@directv.com. (207) 395-6539

6. **Bonus Question:** What's your favorite restaurant near you or your favorite restaurant meal?

A: I am a lover of everything from the ocean. Sushi, lobster, oysters, octopus, you name it....