

Glossary of Common DBS Terms

Access Card Credit-card-sized card employing smart-card technology to control authorizations. The card contains gold-plated electrical contacts on the face of it that allow it to act as an auxiliary processor to the satellite receiver.

Activation Date The calendar date a service is activated for the customer.

Alternate Audio When a program offers more than one audio channel, a customer can take advantage of that using the Alternate Audio feature on the satellite receiver system. There are two types of alternate audio programming: Secondary Audio Programming (SAP) and Multiple Audio Programs. SAP is a standard TV feature. Multiple Audio Programs deliver a set of audio selections with a specific program on each audio channel.

Analog A method of signal transmission in which information is relayed by continuously alternating the wave form of the electromagnetic current, now used in AF radio and most telephone circuits.

Antenna A device attached to a television to enhance reception of local program signals (UHF and/or VHF).

Authorization The coded message stored by the Access Card that grants permission to the satellite receiver to decode a particular service when the customer selects that program or subscription service. Authorizations are also stored when a customer uses the satellite receiver to order an Impulse Pay Per View (IPPV) program.

Azimuth The angular distance from true north, along the horizon, to the target of interest (e.g., the DBS satellite). It is used during the process of setting up the hardware to refer to the left and right adjustment of the dish antenna. Azimuth and elevation angles are displayed on a satellite receiver setup screen given either a ZIP code or latitude or longitude.

Bandwidth The range of frequencies used to transmit a signal or a group of interrelated signals.

Barker Channel Also known as a Promo Channel. A channel that is programmed with promotional clips (for sports, events, network image, etc.) or coming-attraction trailers for movies will be designated as a promo channel. The term barker channel is sometimes used in place of promo channel. Customers may use either the Coming Attractions menu or the Program Guide to tune to a promo channel. If a program is available as a pay-per-view event, the customer may be able to use Select button to start the purchase offer process.

Bill Due Date The date stated on the customer's billing statement indicating the date payment is due.

Bill Issue Date The date a customer's bill is generated.

Blackout Area A predefined area of the country where a particular programming service will not be available, usually because of contractual agreements.

Callback The process by which the system Access Card initiates a call from the satellite receiver to report any Impulse Pay Per View events viewed by the customer, normally scheduled on a monthly basis or when a specified callback threshold (dollar limit or number of events) is reached. A toll-free number is used to avoid charging customers.

C-band Band of frequencies from 4 to 6GHz that is used to intercept signals from C-band satellites. Many big dish antennas today receive both C-band and Ku-band signals.

CE Consumer electronics.

Certificate A document used to credit a customer's account for a specific amount when returned with a remittance payment.

Channel Channels are defined in the DBS system to transmit a specific sequence of programming. Once defined, the Master Program Guide lists program by channel, allowing a customer to select a particular show. Valid channel numbers range from 000 to 999, but not all possible channels are defined and not all defined channels transmit programming all the time.

Channel List Defined via the Feature Menu, allows for customization and easier program selection by establishing a limited list of channels to be used for scanning or when reviewing the program guide.

Channel Marker An on-screen display which includes the channel, time, language, etc., to show the customer the status of the system.

Coaxial Cable A cable used to connect equipment and transmit high-frequency signals. An RG-6 coaxial cable is used to connect the satellite dish and the satellite receiver.

Coming Attractions Promotional clips for events or trailers for movies presented on a promo channel that will be appearing in the future. Customers may use the feature menu to view coming attraction and to buy pay-per-view events.

Commercial Account A customer organization that is using the DBS system hardware to view DBS nonresidential services.

Conditional Access The process by which customers are authorized to view only specific programming (subscription services or events). The authorization is sent from the Conditional Access Management Center (CAMC) and stored on the access card in the customer's satellite receiver.

Conditional Access Management Center (CAMC) Manages all Conditional Access by authorizing/de-authorizing services and events to the customer's access card.

Customer Someone who is currently receiving DBS services.

Disconnect The complete discontinuation of all programming services to a customer, whether by customer request or because of nonpayment.

Dish That part of the system hardware that receives the program and controls signals from the DBS satellite and passes them onto the satellite receiver. The dish is 18" in diameter and may be mounted anywhere with a direct line of sight to the DBS satellites (southern sky).

Downlink Describes the transmission of satellite signal back to earth.

DBS Direct Broadcast Satellite. High-powered satellite that uses a new Ku-band frequency (12.2 to 12.7GHz) to deliver programming signals directly to small (18") dishes installed at viewer's homes.

Dealer A satellite television dealership, consumer electronics retail outlet or a locale distributor who sells the DBS system hardware and DBS programming services to consumers.

De-authorization A coded message received by the Access Card that cancels an authorization for a service previously purchased.

Decryption The process by which a satellite signal is unscramble (decoded) to enable viewing.

Digital Compression / Digital Signal A process of translating video images into a digital code which takes up less transmission space than the original signal would have. This allows more channels per satellite transponder: from four-to-one for film.

Direct Broadcast Satellite (DBS) High-powered satellite that uses a new Ku-band frequency (12.2 to 12.7GHz) to deliver programming signals directly to small (18") dishes installed at viewer's homes.

Elevation A customer's elevation is the angular distance of the DBS satellite above the horizon. It is important during setup of the DBS system hardware and refers to the up and down adjustment of the dish antenna. Azimuth and elevation angles are displayed on a satellite receiver setup screen given either a ZIP code or latitude and longitude.

E-mail Messages sent to a customer's mailbox that are viewed on their television screen. Pending messages are indicated by an icon on the on-screen status display (channel marker) and by having the Power LED flash on the satellite receiver. Notification method varies with satellite receiver model.

Encryption The process by which a satellite signal is scrambled (encoded).

Event A single program, usually pay-per-view, that is part of the program schedule (e.g., movie, sports event, special, concert, etc.)

Feature Menu An interactive on-screen menu system that is part of the satellite receiver and allows the customer to control and review system features and functions. These include customization options, the program guide, system setup, help, etc.

Feedhorn Also known as LNB (low-noise block). The device at the focal point of the satellite dish that gathers the signal reflected by the dish to the system's low-noise block amplifier.

Filters Customer-set filters limit the amount and type of information available in the Program Guide. See also channel list.

Footprint The antenna coverage pattern which a satellite directs toward the earth. This defines the geographic area in which signals can be received.

Frequency The property of an alternating-current signal measured in cycles per-second, or hertz.

Gift Service Bill reference to a programming service ordered and paid for on behalf of a customer by another person.

Guide Grid The double scrolling matrix of channels and programs that is displayed when the customer views the Program Guide. The screen can display six channels by four half-hour "slots" but is scrollable over the entire range of channels and over the available time range of programs.

Hertz (Hz) Refers to cycles per second.

Impulse Pay Per View (IPPV) A pay-per-view offering that can be purchased in the home directly by the customer using the Feature Menu. This function is only available when the customer's telephone line is connected to the satellite receiver. Purchases are captured by the access card and forwarded to DBS service provider at the next callback.

Installation Setting up the customer's dish and equipment to receive DBS programming. Installation includes mounting the satellite dish antenna, positioning it to receive a signal and initializing service.

Installer An independent service provider that installs the DBS System equipment.

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IRD Integrated receiver – decoder also known as a satellite receiver. The part of the system hardware that processes the incoming satellite signals and manages the Feature Menu. The access card must be inserted into the satellite receiver.

Jack Panel The panel on the back of the satellite receiver box where all connections for the system are located.

Key A four-digit password, or personal identification number, created by the customer when they use the System Lock feature. See also password.

Ku-band or K-band Band of frequency from 11 to 14GHz that is becoming increasingly popular for use with communications satellites. Requires smaller ground antennas, usually 4'-6' in diameter. See also C-band.

Latitude The distance, expressed in degrees, from the Earth's equator to points north and south. The equator is assigned the value of 0°. The North and South poles are 90°.

Letterbox When program or movie which has originally been created for theater viewing on a 16:9 screen is shown on a 4:3 television screen so that there is a black area above and below the picture. This is done to preserve the entire original picture. See also pan and scan.

Limit See spending limit or rating limit.

LNB (low-noise block) The device at the focal point of the satellite dish that gathers the signal reflected by the dish to the system's low-noise block amplifier.

Lock Also known as System Lock. Provides privacy and allows a customer to control access, via a four-digit password, to Messages and the Lock function, and to set rating and event spending limits. A system lock is managed through the Feature Menu.

Longitude The distance in degrees from one meridian to any other. Longitude is usually measured from the prime meridian (Greenwich, England).

MDU Multiple Dwelling Unit (MDU) Any housing structure that is broken into more than one living area to accommodate multiple “family” units (apartment buildings, condominiums, duplexes, etc.).

MMDS (Multipoint or Multi-channel Microwave Distribution Service) See wireless cable.

MPG Master Program Guide. The complete on-screen Guide Grid that can be displayed to show the programming schedule. It is part of an interactive system which allows the customer to display Impulse Pay Per View (IPPV) buy offers and detailed program descriptions, and to sort and reformat the program guide grid according to program theme categories, etc. See also program Guide.

Mailbox Accessed through the on-screen feature menu, the mailbox holds incoming messages and reminders from the DBS program provider. See also e-mail.

Main Menu The Feature Menu that lists an overview of the features available through the system.

Master Program Guide (MPG) The complete on-screen Guide Grid that can be displayed to show the programming schedule. It is part of an interactive system which allows the customer to display Impulse Pay Per View (IPPV) buy offers and detailed program descriptions, and to sort and reformat the program guide grid according to program theme categories, etc. See also program Guide.

Meridians Lines circling the earth from pole to pole which are used to measure distance (longitude) around the globe.

Mirroring Mirroring indicates that the services requested for the primary access card (first one installed) should be exactly copied for another access card on the same account. When a service is installed or disconnected on the primary access card, the same action is reflected on the mirrored access card.

Monthly Services An individual subscription service, usually a single channel of programming, which is sold on a monthly or multiple-monthly basis.

Multiple Audio Programs Programming that allows customers to choose a channel of different audio programs, then select specific audio programs on that channel by changing to an Alternative Audio selection. For example, a major audio topic, such as Top 20 Artists, can be made available on one channel. Specific artists can then be available on various Alternate Audio settings.

National Rural Telecommunications Cooperative (NRTC) The organization that provides telecommunications services to rural electric and rural telephone cooperatives; provides DBS distribution through approximately 250 franchise members and affiliates in select rural areas.

Niche Programming Programming targeted at special-interest markets, including educational, vocational, cultural, scientific, international and foreign language.

On-Screen Display (OSD) Error or information messages that appear on the customer's television screen.

Order-Ahead Pay Per View (OPPV) A PPV event that is ordered by calling the DBS provider. An authorization is sent to the customer's access card and a service charge is added to the cost of the pay-per-view event.

Package A combination of subscription services and /or events that is sold for a single price that is usually less than that combination of programming services would be if sold separately.

Pan and Scan When a program or movie which has originally been created for theater viewing on a 16:9 screen is shown on a 4:3 television screen by selecting the portion of the picture which contains the action and centering that on the display. This allows for a full-screen display on a television screen that captures the action and eliminates only static parts of the original picture. See also letterbox.

Password The satellite receiver password is a four-digit number that the customer may use to control, using a System Lock, certain features of the satellite receiver menuing system, including spending limit, e-mail and rating limit. The customer is responsible for maintaining the password for the system. Customer Service can reset the password if the customer forgets it. See also key.

Pay-Per-View (PPV) An event that has an associated viewing cost, and which may be purchased separately from any package or subscription. This could include a movie, special event, sporting event or an adult program. The event may be purchased using either Impulse Pay Per View (IPPV) or Order-Ahead Pay Per View (OPPV).

Pay-Per-View Service See pay-per-view.

Personal Identification Number (PIN) See password.

PIN See password.

Program DBS programming is divided into discrete programs which can be selected by channel and which are listed as separate items in the Program Guide. Each program has a title and a start and end time. Most programming has a rating, a category and a description.

Program Associated Data (PAD) Data delivered to the satellite receiver with the video signal for a program. When applicable, it is used to determine the

eligibility of a customer to view a program, the price to charge if purchased and any on-screen messages that should be displayed.

Program Guide The on-screen Guide Grid that can be displayed to show the programming schedule, including the Master Program Guide or any subset of programs selected by using a channel list or theme categories (movies, sports, music, cartoons, religious, etc.) defined via the feature menu. See also Master Program Guide.

Program Provider A supplier that provides the DBS provider with programming, either subscription or pay-per-view. For example: Disney, Paramount, etc.

Promo Channel A channel that is programmed with promotional clips (for sports, events, network image, etc.) or coming-attraction trailers for movies will be designated as a promo channel. The term barker channel is sometimes used in place of promo channel. Customers may use either the Coming Attractions menu or the Program Guide to tune to a promo channel. If a program is available as a pay-per-view event, the customer may be able to use Select button to start the purchase offer process.

Purchase Balance The total dollar amount of Impulse Pay Per View (IPPV) purchases since the last time the balance was reset after a callback. Multiple callbacks during a single month may be triggered by the callback threshold. See also call back and purchase limit.

Purchase History Available from the Feature Menu, this list of the programs that a customer has ordered and/or watched can be reviewed on screen. Up to 25 purchases will be listed.

Purchase Limit The maximum dollar amount of the Impulse Pay Per View (IPPV) purchase balance allowed by the access card. See also callback and purchase balance.

Rating Level Standard rating levels applied to movies and other programs to help customers determine the amount of sex and violence contained in the event. Ratings include: NR (Not Rated), NR-M (Not Rated-Mature), G (General), PG (Parental Guidance), PG-13 (Parents Strongly Cautioned), R (Restricted) or NC-17 (No Children Under 17).

Rating Limit Set by the customer using the Feature Menu. When a system lock is active, this limit controls the viewing of programs that have been assigned a rating level. See also rating level.

Receiver The part of the system hardware that processes the incoming satellite signals and manages the Feature Menu. The access card must be inserted into the satellite receiver. The terms "satellite receiver" or "receiver" may also be used to refer to this part of the hardware.

Remote Control A leader or universal remote control unit that comes as part of the DBS System hardware. An array of buttons will send commands to either the television or the satellite receiver, depending upon the mode selected. It is used to perform standard functions such as volume and channel control but also to process functions through Feature Menu. The leader remote can also be used to control TVs. The step-up universal remote control can be used for TVs, VCRs and certain other equipment.

Satellite receiver The part of the system hardware that processes the incoming satellite signals and manages the Feature Menu. The access card must be inserted into the satellite receiver. The terms “satellite receiver” or “receiver” may also be used to refer to this part of the hardware.

Smart Card An Access Card. Credit-card-sized card employing smart-card technology to control authorizations. The card contains gold-plated electrical contacts on the face of it that allow it to act as an auxiliary processor to the satellite receiver.

Smart-Card Technology A type of technology that allows sophisticated processing functions to be available on a small plastic card that is embedded with a tiny computer chip.

Spending Limit Set by the customer using the Feature Menu. When a system lock is active, this limit will not allow the ordering of Impulse Pay Per View (IPPV) events that cost more than the dollar amount indicated.

Sports Subscription A seasonal package of professional or collegiate games (e.g., NBA LEAGUE PASS). Most (except NFL SUNDAY TICKET) automatically continue at a special renewal rate each year, provided DIRECTV carries these services, unless subscriber calls to cancel before the start of the season.

Subscriptions Regular scheduling that is part of the DBS program offering (e.g., CNN, Disney Channel, Headline New, etc.) and which is sold on a monthly, or multiple-month, basis.

Subscription Service A programming service that is a subscription (monthly or multiple-month basis) for a particular program provider (CNN, Disney Channel, TBS, etc.) or a package of single events.

Sub-theme See theme.

System Activation The process of installing the DBS system hardware, including mounting the satellite dish antenna, positioning it to receiver a signal and initializing service.

System Lock A System Lock provides privacy and allows a customer to control access, via a four-digit password, to Messages and the Lock function, and to set rating and event spending limits. A system lock is managed through the Feature Menu.

System Test This function of the Feature Menu provides a standard test sequence to help evaluate any problems with the DBS system hardware and/or connections.

Signal Meter The function of the Feature Menu displays the strength of the satellite signal and is primarily used during the system setup procedure.

Satellite Master Antenna Television (SMATV) A private or miniature cable system that receives programming by satellite and serves a housing complex or hotel. See also MDU.

Satellite Receiver See DIRECTV System satellite receiver.

Satellite Transponder See transponder.

Scanning Process of using the channel up/down buttons to cycle sequentially through the available program channels.

Secondary Audio Programming (SAP) Secondary Audio Programming (SAP) is a standard TV feature allowing viewers to choose a secondary audio channel which may broadcast a different language, or other alternate versions of the audio program.

Service See programming service.

Theme A category to which individual programs on the DBS schedule are assigned. By selecting a theme, customer can reduce the amount of information displayed on the Guide Grid, limiting it to programs that meet specific criteria. Within a theme, a sub-theme may be available to further focus on exactly the type of programming desired by the customer.

Transponder A satellite component that receives, modulates, amplifies and re-transmits a wideband signal or perhaps many narrower-band data or audio channels.

TVRO (Television Receives Only) A satellite-receiving antenna, also known as a downlink or a backyard dish.

TVRO Dealers Dealers of Satellite-receiving antennas who work directly with the DBS provider and/or sell C-band TVRO service.

Uplink The process of sending, or hardware used to send, a signal from a ground station to a satellite.

Uplink Signal Processing System (USPS) Commands that control audio and video signals for uplink to the DBS satellite.

Wireless Cable The transmission of cable programming using microwave signals instead of underground cables or phone lines. The process requires a clear line of sight between a transmitter and a receiver. Signals are received by customers using a small microwave antenna. Wireless cable is also known as MMDS.