



DirecTV

*Exponentially Increasing
Product Market Share
with Website Content*

Jack Billimack

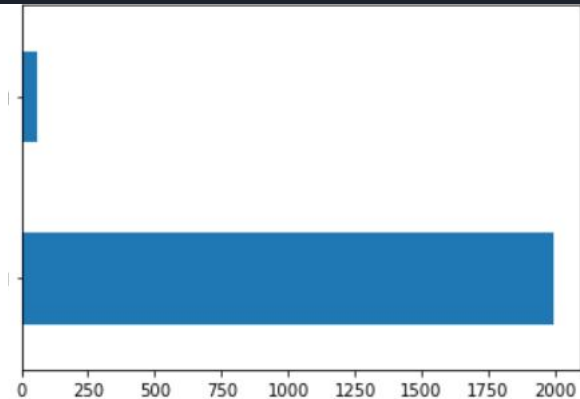
DirecTV Explains it's Product Offering Online with Two Strategies

https://www.directv.com/content/dam/dtv/directv_marketing/sitemap/sitemap.xml

Specific product offering pages.

<https://www.directv.com/city/citysitemap.xml>

All-encompassing product offering pages with scalable / intent-driven content.



Organic success in a competitive market comes with pages optimized to specific search intent.
The challenge comes when scaling content pages.



“City Pages” and Their Offerings

DirecTV products...

- 330+ live channels
- On-Demand
- DIRECTV app
- NFL Sunday Ticket
- HBO - Showtime - Cinemax - Starz
- Genie HD DVR
- Packages Options
- Nearby Cities
- AT&T Bundling Services
- Moving Services

...targeting location-specific searches

```
lakeville-mn      1
sulphur-la        1
champaign-il      1
kannapolis-nc     1
north-las-vegas-nv 1
..
erie-pa           1
lowell-ma         1
willmar-mn        1
christiansburg-va 1
west-jordan-ut    1
Name: dir_2, Length: 1996
```

broad product offering

-

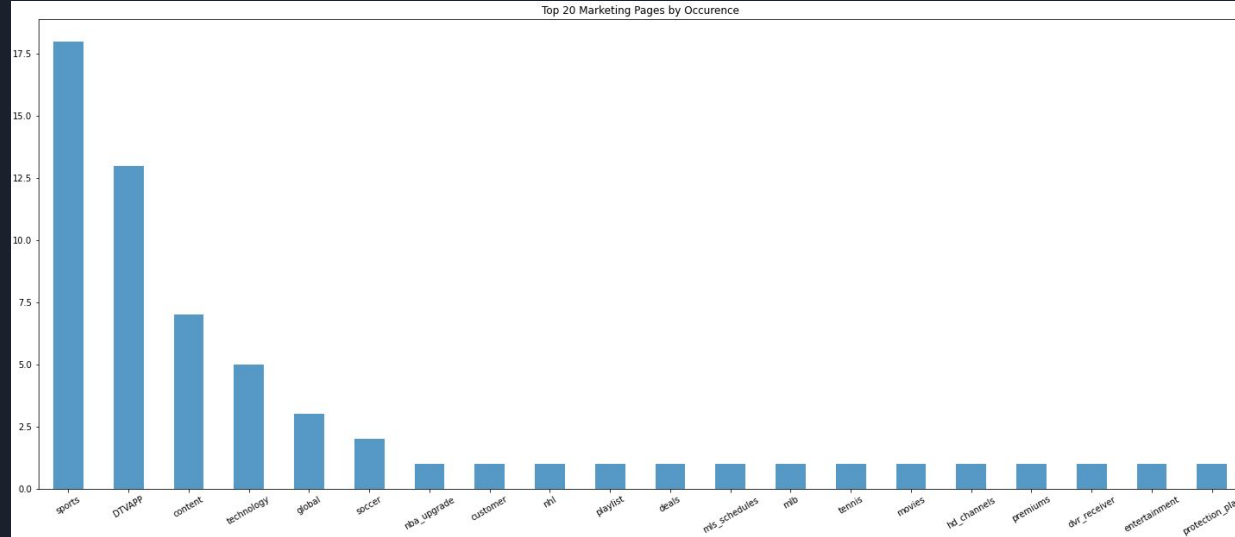
SPECIFIC AUDIENCE

-

SCALABLE

“Marketing Pages” and Their Offerings

Marketing pages are gold mine of content to drive revenue by answering consumer intent



broad product offering

-

broad audience

-

not scaled

DirecTV's Sports Content has the Most Room for Scalable Improvement

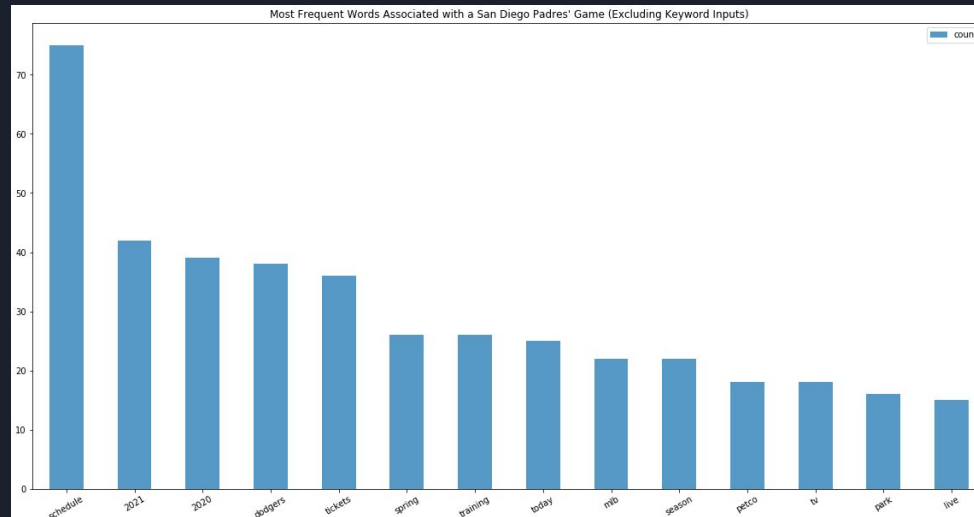
```
[('ca', 309), ('tx', 145), ('il', 145), ('fl', 118), ('oh', 108), ('mn', 63), ('city', 63), ('mi', 61), ('wa', 58), ('nj', 54), ('ny', 53), ('nc', 51), ('in', 50), ('wi', 48), ('ga', 46), ('ma', 45), ('park', 44), ('mo', 43), ('ut', 39), ('tn', 36), ('az', 34), ('al', 33), ('pa', 33), ('ok', 32), ('co', 32), ('beach', 32), ('la', 31), ('va', 30), ('or', 29), ('san', 27), ('ks', 24), ('ia', 23), ('ar', 23), ('ms', 23), ('sc', 22), ('ky', 22), ('lake', 22), ('new', 22), ('heights', 21), ('west', 21), ('sports', 20), ('springs', 19), ('ct', 19), ('north', 18), ('south', 16), ('id', 15), ('md', 14), ('valley', 14), ('hills', 13), ('grove', 13),
```

- Locations optimized with general product offering
 - Tailored pages to user's location
 - Easily generated specific page experience
 - Cities-States
- Sports is outlier in this list
 - 20 pages of content (important)
 - Not optimized to user intent
 - %sport%
 - %sport%_schedule
 - %sport%_upgrade
 - Opportunities seem as large as locations

DirecTV Can Answer Specific Fan Intent Around it's Products

San Diego Padres Fan's Interests

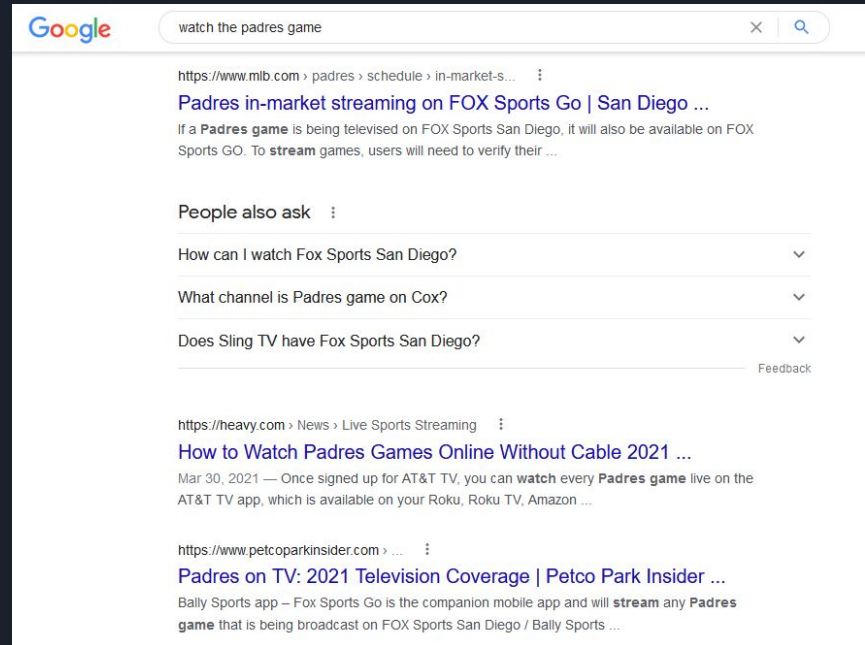
- Keywords = [san diego padres, padres baseball, padres game]
- Fans want to know the schedule, get tickets, or **watch a game**





Competitive Landscape for Watching a Sports Game

- MLB.com is ranking
- Local tv coverage is ranking
- Success from intent-specific pages






What Sports Offerings can DirecTV Rank for?

- DirecTV offers a wide selection of sports
- Sports can scale specific content like “City Pages”
 - By league
 - By team and city
 - By event (golf and tennis)

league_or_sport	teams_or_events
MLB	30
NFL	32
MLS	23
NBA	30
NHL	31
Golf	65
Tennis	209
PRL	12
BPL	20



Boosting DirecTV's Search Presence: An MLB Keyword Intent Example

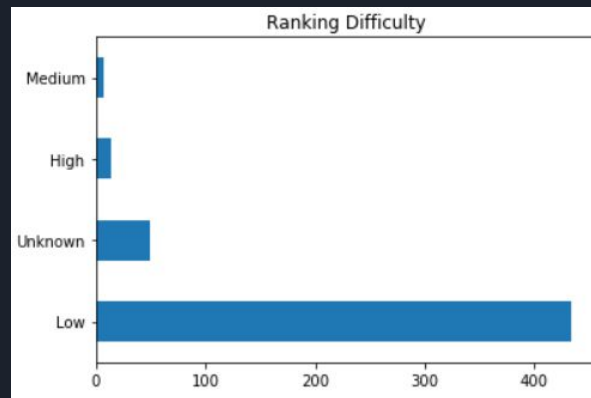
“City Page” logic applied to DirecTV sports offerings

Team	Query	
Arizona Diamondbacks	watch the Arizona Diamondbacks	
Atlanta Braves	watch the Atlanta Braves game	
Baltimore Orioles	watch the Baltimore Orioles game	
Boston Red Sox	watch the Boston Red Sox game	
Chicago White Sox	watch the Chicago White Sox gam	

Filtering for MLB Queries with Relevant Intent

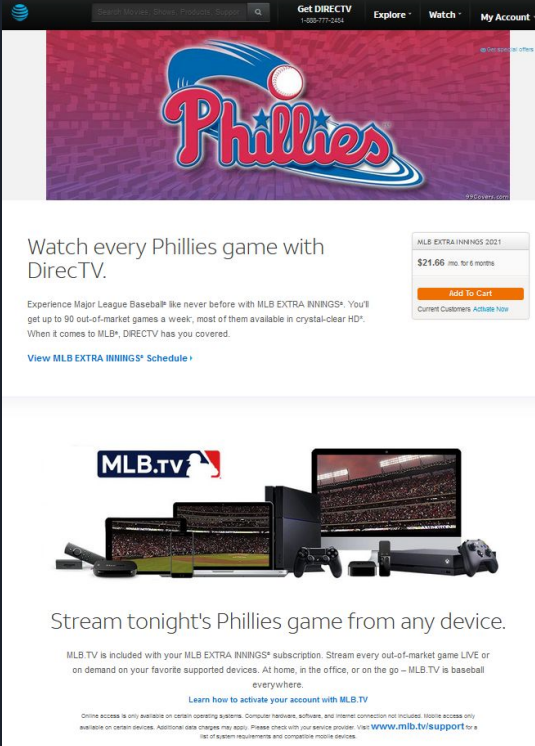
```
#@title exclude keywords with intent outside DirectTV's offering  
neg_kwds = ["free", "reddit", "youtube", "hulu"]  
'97450.0 searches per month for MLB where to watch keywords.'
```

- Specific and scalable queries allow high traffic potential with low ranking difficulty



DirecTV Needs Sports Marketing Pages to Solve “Where to Watch” Questions

- Highly scalable
- Specific product offering
- Specific audience



The screenshot shows the DirecTV website interface. At the top is a navigation bar with the DirecTV logo, a search bar, and links for "Get DIRECTV", "Explore", "Watch", and "My Account". The main content area features a large banner for the Philadelphia Phillies with the team's logo. Below the banner, the text reads "Watch every Phillies game with DirecTV." and "Experience Major League Baseball like never before with MLB EXTRA INNINGS*. You'll get up to 90 out-of-market games a week*, most of them available in crystal-clear HD*. When it comes to MLB*, DIRECTV has you covered." To the right of this text is a price box showing "MLB EXTRA INNINGS 2021" for "\$21.66/mo. for 6 months" with an "Add To Cart" button. Below the main text is a link to "View MLB EXTRA INNINGS* Schedule". Further down, there is a section for "MLB.tv" showing various electronic devices (TV, laptop, tablet, smartphone, game console) displaying baseball games. The text below this section says "Stream tonight's Phillies game from any device." and "MLB TV is included with your MLB EXTRA INNINGS* subscription. Stream every out-of-market game LIVE or on demand on your favorite supported devices. At home, in the office, or on the go – MLB TV is baseball everywhere." At the bottom, there is a link to "Learn how to activate your account with MLB TV" and a small disclaimer about device compatibility and additional charges.

Get DIRECTV
1-800-777-2454

Explore Watch My Account

Phillies

Watch every Phillies game with DirecTV.

Experience Major League Baseball like never before with MLB EXTRA INNINGS*. You'll get up to 90 out-of-market games a week*, most of them available in crystal-clear HD*. When it comes to MLB*, DIRECTV has you covered.

View MLB EXTRA INNINGS* Schedule

MLB EXTRA INNINGS 2021
\$21.66/mo. for 6 months
Add To Cart
Current Customers Activate Now

MLB.tv

Stream tonight's Phillies game from any device.

MLB TV is included with your MLB EXTRA INNINGS* subscription. Stream every out-of-market game LIVE or on demand on your favorite supported devices. At home, in the office, or on the go – MLB TV is baseball everywhere.

Learn how to activate your account with MLB TV

Online access is only available on certain operating systems. Computer hardware, software, and internet connection not included. Mobile access only available on certain devices. Additional data charges may apply. Please check with your service provider. Visit www.mlb.tv/support for a list of system requirements and compatible mobile devices.



Scalable Search-Intent Page Expansion Across DirecTV's Site

- Sports
 - Teams
 - Individual or Matchups
 - Events
 - Championships/ Tours/ Opens
- Channels
 - Premium
 - Shows
- Location pages tailored to specific product offering
 - Cable package by location
 - Cable installation by location



Appendix

*MLB trademarks may limit usage of copyrighted terms. In this case focus on scaling page content with specific intent around product offerings like Channels,