

PERFORMANCE RIGHTS FOR COMMERCIAL BUSINESS ESTABLISHMENTS

The following provides you with guidelines regarding performance rights related to your DIRECTV service.

1. As a commercial establishment you are not afforded the benefits that many residential subscribers receive with respect to performing rights. You are responsible for any all public performance rights in your establishment. Specifically, your subscription to DIRECTV does not eliminate obligations you may owe for performing rights. The payment of performing rights for all music sources that you use in your place of business, such as jukeboxes, music through your TV, music delivered from DIRECTV programming services (other than Music Choice Music Service) and all others, is still your responsibility. Please refer to your Commercial Customer Agreement which provides:

[DIRECTV] SHALL HAVE NO LIABILITY TO ANY PERSON OR ENTITY DUE TO OR BASED ON THE CONTENT OR YOUR EXHIBITION OF ANY OF THE PROGRAMMING OR OTHER SERVICES PROVIDED BY US INCLUDING, BUT NOT LIMITED TO, LIABILITY FOR THE PAYMENT OF ANY REQUIRED MUSIC LICENSE FEES.

2. Your subscription to DIRECTV does not include payments to SESAC, ASCAP, and BMI, except for the use of Music Choice Music Service within your premise as "background/mood" music only. If you use any service, including music from DIRECTV, as a service offering, you will have to pay SESAC, ASCAP, and BMI for that usage. Music that is used to complete a service offering is described as music that is used as the primary source of entertainment, such as for dancing.

3. Music licensing fees for any premise to which admission is charged or any ballroom, discotheque, dance studio, skating rink or other premise where dancing occurs even if admission is not charged is not covered under your subscription to the DIRECTV service.

4. You do not need a license from Motion Picture Licensing Corporation (MPLC) or any additional licenses to air content provided to you by DIRECTV, other than the music licenses referenced above. If you wish to air content not included in DIRECTV's platform (e.g., if you were to buy or rent a movie from iTunes or Amazon to air in your commercial establishment) you may need an additional license, such as MPLC's license. It is your responsibility to determine whether you would like the protection of a MPLC license for non-DIRECTV content you may air.

Please visit the following websites for more information.

SESAC: www.sesac.com

ASCAP: www.ASCAP.com

BMI: www.BMI.com

MPLC: www.mplc.org