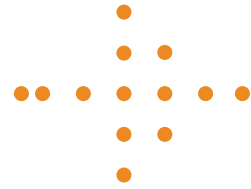




SOLUTIONS FOR THE
FITNESS
INDUSTRY

DIRECTV
FOR BUSINESS



THE SITUATION

Ever-changing economic conditions have presented some of the most difficult challenges the fitness industry has ever faced; more gym closures, even fiercer cleanliness demands, and the rise of hybrid fitness platforms - it's also created unique opportunities for growth and innovation.¹

Exercise as a key to healthy living has resulted in more than 5 billion visitors to health clubs, gyms and fitness studios annually.² To get a piece of that business health clubs are offering innovative amenities to win over new prospects. DIRECTV is a popular solution for enhancing the workout experience with the same variety of entertainment people enjoy at home.

BEST PRACTICES TO MEET MEMBER EXPECTATIONS

With more Americans incorporating fitness into their daily routines, there is a new demand for more options to suit a variety of preferences.³ New equipment, classes, activities and perks need to be offered to attract members and keep them happy. One such perk is providing TV at or near exercise machines. It's an easy way to elevate the appearance of a club, while helping exercisers overcome boredom and fatigue.



Did you know

People who watch TV while exercising also enjoy exercising more, which is essential to establishing a permanent routine. TV is a great distractor, making the time go faster, the pain less noticeable, and workouts last longer as a result⁴

3 *FITNESS* INDUSTRY TRENDS



THE BOOMERS ARE COMING

The industry is expected to grow as baby boomers become more health conscious.³



ELEVATING THE ENTERTAINMENT

Club operators noticed immediate gains in member sales and retention when the first fitness entertainment systems were installed.⁵



APPS ARE ALL THE RAGE

Apps are adding another layer to the club/member relationship. Many fitness clubs have created their own branded apps, providing members with the ability to stay connected to the club in new and innovative ways.⁵



3 *HURDLES* TO OVERCOME



Fitness as a lifestyle

One big industry challenge is getting members into the gym. Only 18% of gym members use their membership consistently.⁶



Accommodating corporate America

Companies have learned to promote fitness with workers. Healthier workers are less likely to take time off and are also more likely to feel motivated and productive while at work, play an active role in creating a positive workplace culture, contribute and collaborate with co-workers and are less likely to be involved in workplace conflict.⁷



Budget-conscious members

A recent increase in cost-conscious members has altered the fitness industry.³ Health clubs now have to find budget-friendly solutions to compete with low-cost clubs that have now entered the marketplace.



HOW DIRECTV PUMPS UP **CLUB BENEFITS**

Health clubs can power up their businesses by enhancing a few key factors. DIRECTV can help build momentum by making workouts more entertaining, getting an exerciser's mind off their fatigue and giving a club a leg up on the competition.

1. Make workouts more enjoyable

PROBLEM

50% of all new gym members quit going within six months.⁶

SOLUTION

This unmotivated group could benefit and get inspired to be more active if it has the opportunity to view popular shows, sports and movies while working out. DIRECTV creates a more inviting atmosphere at the gym and helps entice prospective members to join.

2. Take members' minds off the discomfort

PROBLEM

People have a hard time staying motivated to continue working out.⁸

SOLUTION

It's not surprising that exercise is often referred to as a workout. For many, it's long been considered a taxing, but productive, task; a challenging, but constructive, chore. But exertainment changes all of that. It can be inviting, engaging, instructive, inspiring, motivating... allowing members not only to stick with, but also to enjoy, their fitness regimen.⁵

3. Keep pace with the competition

PROBLEM

There are 32,270 health clubs in the U.S. (as of July 1, 2021).¹

SOLUTION

With so many franchises and neighborhood locations, a health club needs to match the benefits they offer, at the very least. With a wide selection of entertainment—from premium channels to live sports, movies, music, Pay-Per-View and so much more—DIRECTV will impress everyone who walks through the door. They'll have the option to catch a big game, see episode of their favorite show or watch a movie while they burn calories.



DIRECTV PUMPS UP ***EVERY WORKOUT***

Whether you offer personal TVs on treadmills or bigger screens throughout your cardio and locker-room areas, DIRECTV delivers the programming that makes workouts fly by. It's an easy way to help everyone stay motivated with the shows they love.



Set the tone for a great workout

Whether they're listening to fast-paced tunes with DIRECTV Music Choice® Premium or catching up on their favorite comedies, DIRECTV stimulates the brain while members flex their muscles



Keep the energy level high

DIRECTV gives gyms an energetic atmosphere, so when members walk in, they'll feel inspired to get moving.



Be the best around

DIRECTV helps health clubs jump ahead of other places down the street that don't offer the best in TV entertainment.



Strengthen customer loyalty

Increasing the benefits of membership with an upgrade to DIRECTV will help decrease turnover.

71.4%

The average rate of member retention for the International Health· Racquet & Sportsclub Association clubs.¹



PICK UP THE PACE

WITH OPTIONAL ADD-ONS

Gym owners who want to give 110% can go above and beyond by adding these incrementally valuable DIRECTV features to their service.



GAME ON

To encourage the team to treat the office like a hangout, DIRECTV sports packages are just the ticket. Office managers can invite employees to experience the action with NBA LEAGUE PASS, MLB EXTRA INNINGS, NHL CENTER ICE—plus exclusive programming like NFL SUNDAY TICKET, ESPN COLLEGE EXTRA, ESPN+ for Business (PGA Tour Live being included).



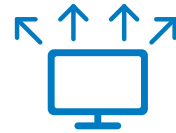
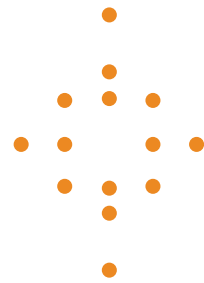
TV THAT SPEAKS THEIR LANGUAGE

DIRECTV is fluent in international programming, so there's a wide variety of foreign-language packages featuring channels from around the globe.



MORE EVERYTHING

Businesses can go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.



5 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Create an inviting atmosphere in the reception area.
- 2 Liven up the locker rooms.
- 3 Make it “game on” at the juice bar.
- 4 Amp up the programming on every cardio machine.
- 5 Keep up with current events in private offices.

300



The number of calories burned doing calisthenics during commercials breaks of a one-hour TV show.⁹

64.2MM

The number of gym members in 2021.¹⁰

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