

# Yippee-ki-yay, movie lovers! DISH presents the '12 Days of Die Hard,' because Die Hard is a Christmas movie (and we can prove it)

*More Americans watch Die Hard on Christmas Eve than Miracle on 34th Street, Home Alone or The Santa Clause, according to historical DISH viewership*  
*DISH gifts customers Die Hard on-demand for 12-day period from Dec. 15-26*

ENGLEWOOD, Colo., Dec. 15, 2017 /PRNewswire/ -- For the past few holiday seasons, one controversial question continues to surface: is *Die Hard* a Christmas movie? Today, DISH is taking an official stance to help settle the debate. Yes, *Die Hard* is a Christmas movie, and in celebration of this fact, DISH is gifting customers access to this hotly-debated Christmas classic. In what the company has coined the "12 Days of *Die Hard*," customers can watch *Die Hard* on-demand beginning today through Tuesday, Dec. 26. Yippee-ki-yay, movie lovers.

"Every December, Americans engage in the national online conversation about whether *Die Hard* is a Christmas movie," said Jay Roth, DISH CMO. "So this year, we went into the archives to look at historical TV viewership on DISH, and we're calling it: *Die Hard* is a Christmas movie."

Based on DISH anonymized bulk viewership behavior, extrapolated to the U.S. population, here's what was discovered:

- Last Christmas Eve, **1.3 million** people watched *Die Hard*, with **2.4 million** viewing the movie at some point during the holiday season. This number jumps to **4.3 million** if you count *Die Hard 2*, which is also a Christmas movie.
- *Die Hard* was the **10<sup>th</sup> most-watched movie** last Christmas Eve, meaning that more Americans watched *Die Hard* than holiday-favorites, *Miracle on 34<sup>th</sup> Street*, *Home Alone* and *The Santa Clause*.

DISH first helped to fuel this seasonal pop culture debate with the November 2017 release of its TV spot, "[Santa](#)." In the spot, Santa Claus uses DISH's [new voice remote](#) to quickly find his favorite Christmas movie, *Die Hard*. The new DISH voice remote interprets natural language to generate and select content, and is available to all new Hopper customers at no additional cost.

The "12 Days of *Die Hard*" runs on DISH from Dec.15-26. To access the *Die Hard* VOD, an Internet-connected set-top box is required.

For additional information on *Die Hard* viewership during the holiday season, visit [The DIG blog](#).

## About DISH

DISH Network Corporation is a connectivity company. Since 1980, DISH has served as the disruptive force in the pay-TV industry, driving innovation and value on behalf of consumers. Through its subsidiaries, the company provides television entertainment and award-winning technology to millions of customers with its satellite DISH TV and streaming Sling TV services. DISH operates a national in-home installation workforce, as well as an advertising sales group delivering targeted advertising solutions on DISH TV and Sling TV. In addition to its TV services, DISH has commenced buildout of a nationwide narrowband "Internet of Things" network that will apply capacity from its strategic spectrum portfolio. DISH Network Corporation (NASDAQ: DISH) is a Fortune 200 company.

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For further information: Danielle Johnson, [danielle.johnson@dish.com](mailto:danielle.johnson@dish.com), 303-723-2191

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