

DISH Leads Industry in Whole-Home Entertainment, Delivers Netflix and New Vevo App

*First major US pay-TV provider to offer whole-home Netflix experience; app arrives on DISH's Joey clients
First pay-TV provider to offer Vevo on a set-top box; app offers library of 140,000+ HD music videos*

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--In another industry first, DISH today enhanced its whole-home entertainment offerings with the expansion of Netflix to its Joey clients and the arrival of Vevo on its award-winning Hopper platform.

Following the [launch of the Netflix app on its second-generation Hopper DVR in December](#), today DISH began making the world's leading Internet television network available on Hopper's accompanying Joey units for second, third and fourth-room viewing. With this update, DISH becomes the first major U.S. pay-TV provider to offer its customers a whole-home Netflix experience.

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“We’ve received a great amount of positive feedback from our customers since the launch of Netflix on Hopper,” said Vivek Khemka, DISH senior vice president of product management. “Consumers love Netflix, so today, we’ve taken this integration one step further, offering instant and affordable Netflix access throughout the entire household on one easy-to-use platform.”

“Our great partnership with DISH has helped expand the number of places where you can see and easily view great content such as ‘Marvel’s Daredevil’ and ‘House of Cards,’” said Bill Holmes, Netflix global head of business development. “Now that DISH is expanding its Hopper experience with its Joey clients, our members will be able to start watching in the living room, pause and pick up right where they left off in the bedroom, and elsewhere in the home.”

DISH’s second-generation Hopper customers should expect to see the Netflix app on connected Joey clients, including Joey, Super Joey and Wireless Joey, within the coming weeks. Those new to Netflix can create an account in the app or by visiting www.netflix.com/dish.

In a related announcement that gives customers even more centralized entertainment options, DISH today became the first pay-TV provider to offer Vevo. This enhancement gives customers access to more than 140,000 music videos directly from their TV. The new Vevo app begins rolling out to DISH’s second-generation Hopper today.

“While music videos were once a driving force in TV entertainment, we’ve seen a shift in programming that drove this content online to sites like Vevo, where it continued to draw high viewership,” said Khemka. “Together with Vevo, we are making it easier for Hopper customers to be able to view music videos on their TV screens—this time with even more choice and control over how viewers discover and enjoy the videos they want to see.”

“On TV, Vevo’s audience spends more than 30 minutes per session watching music entertainment,” said David Rice, Chief Product Officer, Vevo. “Our goal is to make access to Vevo’s library of music videos, original programs and our Vevo TV linear channels effortless, and with DISH’s Hopper, it’s now easier than ever for music fans to sit back, relax and be entertained.”

The Vevo app on Hopper gives viewers access to a library of more than 140,000 HD music videos that can

be discovered by browsing categories like genre, top videos and artists, live videos, premiers and staff picks. Users can also access Vevo TV to watch music videos playing 24/7 on three different channels – popular hits, country, and rap and R&B.

The app will additionally rollout to DISH's first-generation Hopper, as well as to all Joey clients later this year, allowing customers whole-home access to Vevo entertainment.

Both the Netflix and Vevo apps are easily accessible from any DISH channel by clicking the blue button on the remote control.

About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.978 million pay-TV subscribers, as of Dec. 31, 2014, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit www.dish.com.

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About Netflix

Netflix is the world's leading Internet television network with over 57 million members in over 50 countries enjoying more than two billion hours of TV shows and movies per month, including original series, documentaries and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

About Vevo

Vevo is the world's leading all-premium music video and entertainment platform with over 10 billion monthly views globally. Vevo brings a library of 140,000 HD music videos, exclusive original programming and live concert performances to everyone on the planet who loves music. Viewers can watch on-demand through Vevo.com, the mobile web and apps for mobile/tablets and TVs, or through Vevo TV, the always-on broadcast-style linear music channels built by expert human programmers. Additionally, Vevo syndicates its catalogue to dozens of sites across the web giving music fans the option to view their favorite programming anywhere, anytime. It is Vevo's massive scale and reach that has attracted more than 1,100 brand marketers around the globe since its launch in 2009.

Photos/Multimedia Gallery

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