

DISH Partners with Common Sense Media to Bring Families Age-Appropriate TV and Movie Ratings and Reviews

Age-based ratings and reviews from Common Sense Media available today on DISHAnywhere.com; coming soon to DISH Anywhere™ mobile apps and Hopper® Whole-Home HD DVR. Ratings evaluate content of titles on a 0-5 scale, including violence, positive role models, language and sex.

ENGLEWOOD, Colo.--(BUSINESS WIRE)--DISH has partnered with Common Sense Media, the nation's leading nonprofit organization dedicated to helping kids and families thrive in a world of media and technology. The integration of Common Sense Media to the DISH Anywhere platform will provide households with age-appropriate ratings and reviews, as well as content ratings that evaluate on a 0-5 scale the degree to which certain topics, including violence, positive role models, sex, and language, are present in a movie or TV show.

These features are available today on DISHAnywhere.com, and will be available on DISH Anywhere mobile apps and Hopper DVR in the coming months.

"DISH continues to improve on its technology to enhance choice and control, all at no additional cost to our customers," said Vivek Khemka, senior vice president of product. "Today's movie and TV ratings do not fully encompass the age appropriateness for each program. Our partnership with Common Sense Media offers families age-appropriate reviews and ratings that make it easy and convenient for parents to make informed decisions on the programs their kids watch."

"At Common Sense Media, our goal is to provide families with the information and tools they need to make informed decisions about the media their children consume," said Amy Guggenheim Shenkan, president and COO of Common Sense. "We appreciate that DISH is empowering families to make smart media choices, right at the point of decision, through integrating our ratings and reviews into their DISH Anywhere platform."

Ratings and Reviews

Customers using DISHAnywhere.com now can access independently conducted age-based ratings and reviews for thousands of titles.

Common Sense Media provides a minimum age rating for each title, up to 18 years. Age ratings are followed by a brief overview of what parents should know before their families view a TV series or movie, including a short analysis of how young viewers may react to various aspects of a title's plot and theme.

To access ratings and reviews, DISHAnywhere.com users can select the newly added Parental Guide page within a program's profile.

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Content Ratings

DISH now features Common Sense Media's content ratings, which evaluate the content of movies and TV shows on a 0–5 scale. Evaluated content spans across eight different categories: positive role models, positive messages, sex, violence, educational value, consumerism, language and drinking, drugs, and smoking.

The 0–5 scale represents the degree to which each topic is present in the program. If three dots are highlighted, there is a fair amount of that type of content, whereas five dots indicates a significant amount of that content.

The DISH Anywhere mobile app is available for download on iOS and Android smart phones and tablets, as well as Amazon Fire HDX tablets. For more information on DISHAnywhere.com and the DISH Anywhere mobile app, visit <http://www.mydish.com/dish-anywhere>.

For more information on how Common Sense Media rates and reviews, visit <https://www.commonsemmedia.org/about-us/our-mission/about-our-ratings>.

About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.932 million pay-TV subscribers, as of June 30, 2015, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition lineup 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 Common Sense

Common Sense is the nation's leading nonprofit organization dedicated to helping families and educators thrive in a world of media and technology. We rate, educate, and advocate on behalf of kids, families and schools. Common Sense Media, the consumer pillar of Common Sense, offers the world's largest and most trusted library of age-based ratings and reviews of all types of content targeted at kids, and our research-based curriculum and tools are used in over 95,000 U.S. schools. For more information, go to: www.commonsemmedia.org.

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