DIRECTV

Activation flows for ESPN Unlimited and Disney+, Hulu bundle

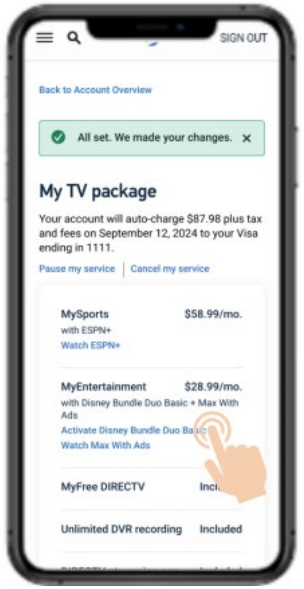
ESPN Unlimited

DIRECTV

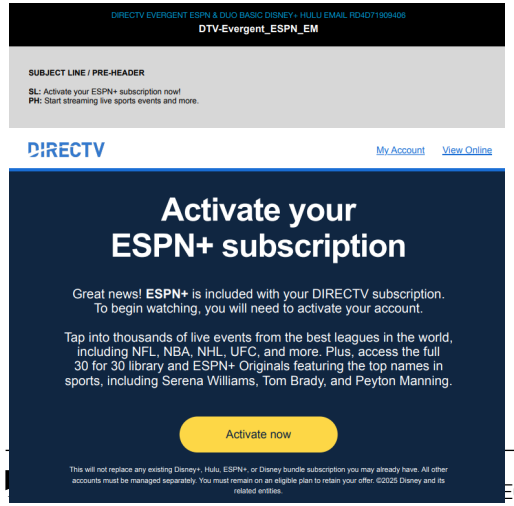
ESPN ACTIVATION FLOW FOR CUSTOMER USING EMAIL ADDRESS THAT DOES NOT EXIST

1 Click ‘Activate now’

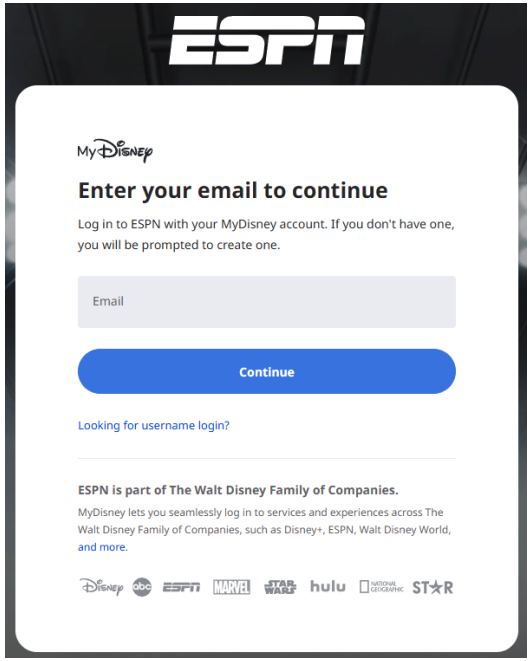
directv.com[1]



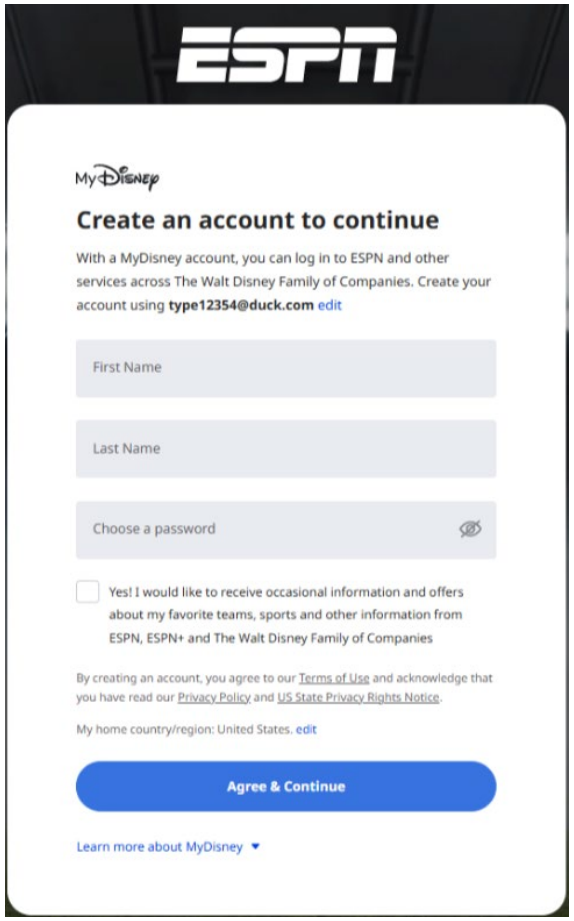
Activation email



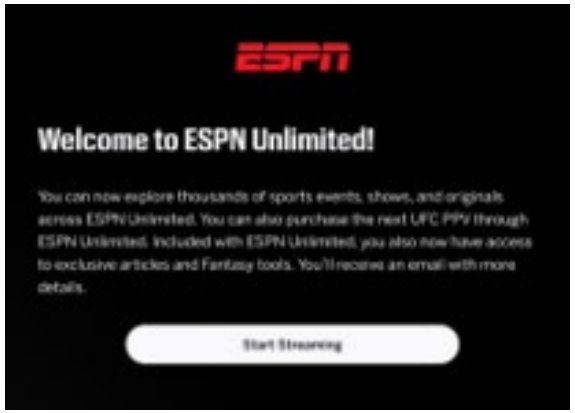
2 Enter email address and click ‘Continue’



3 Enter first name, last name, create password, click ‘Agree & Continue’



4 Welcome message

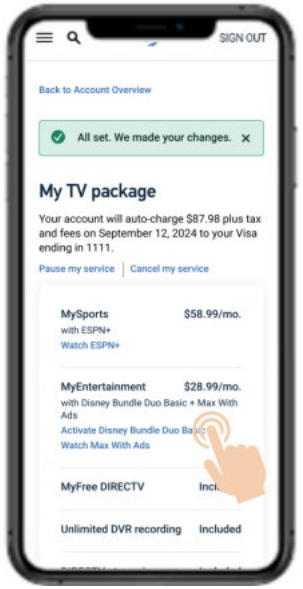


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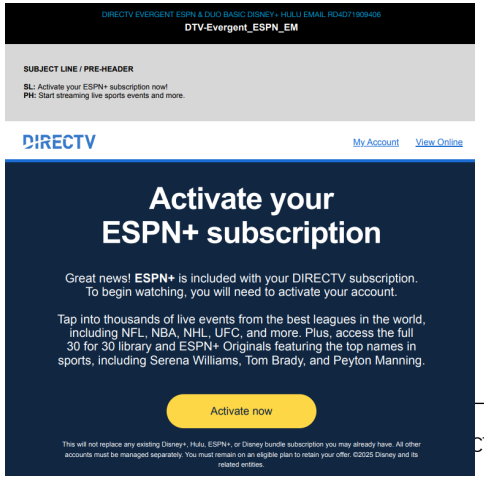
ESPN ACTIVATION FLOW FOR CUSTOMER WITH EXISTING ESPN SUBSCRIPTION USING SAME ID

1 Click ‘Activate now’

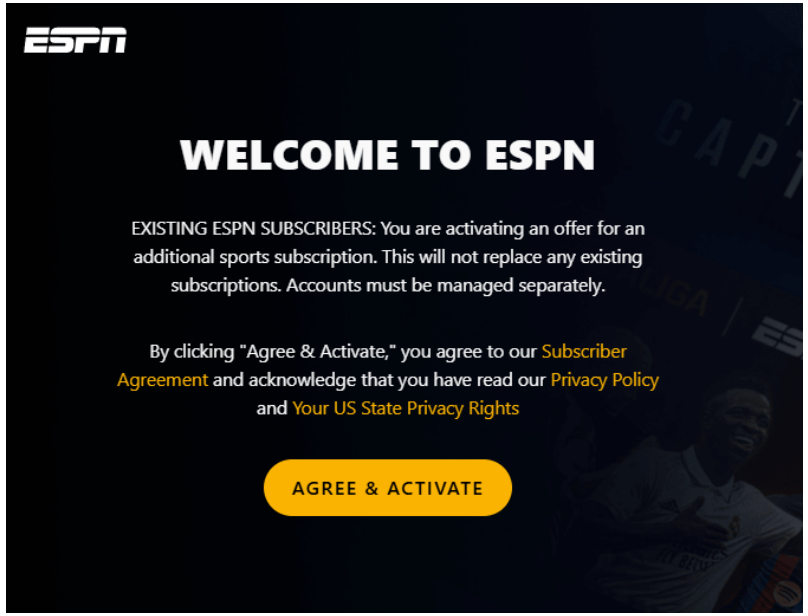
directv.com[1]



Activation email

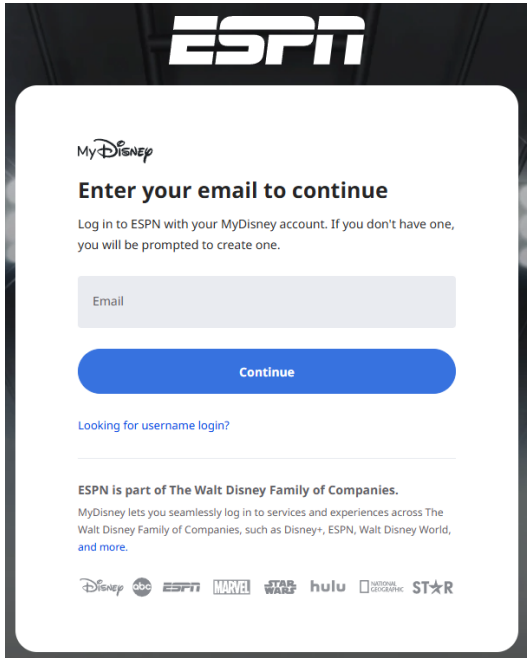


2 Existing ESPN subscriber message – click ‘Agree & Activate’

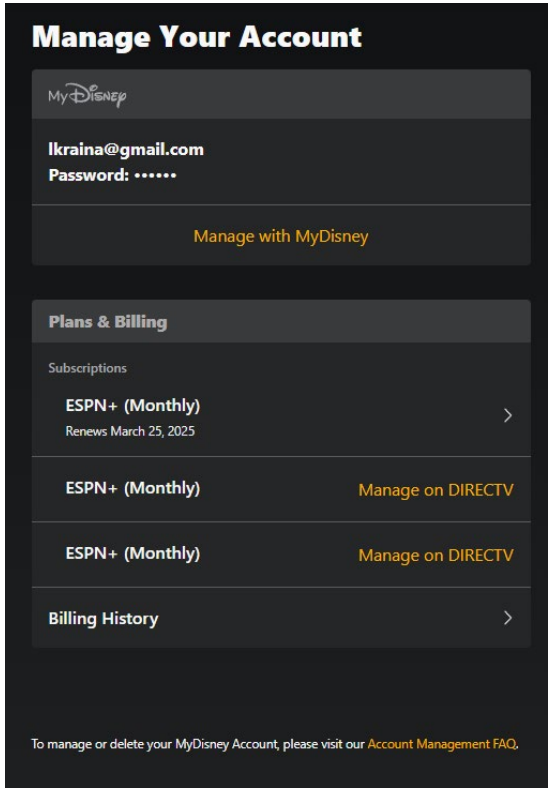


EXISTING ESPN SUBSCRIBERS: You are activating an offer for an additional sports subscription. This will not replace any existing subscriptions. Accounts must be managed separately.

3 Enter email address and click ‘Continue’



4 Manage your account page



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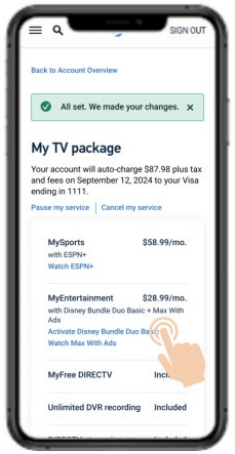
Disney+, Hulu bundle

DIRECTV

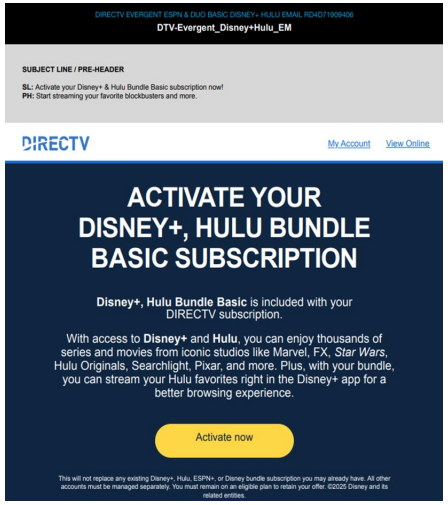
DUO BUNDLE ACTIVATION FLOW FOR CUSTOMER USING EMAIL ADDRESS THAT DOES NOT EXIST

1 Click 'Activate now'

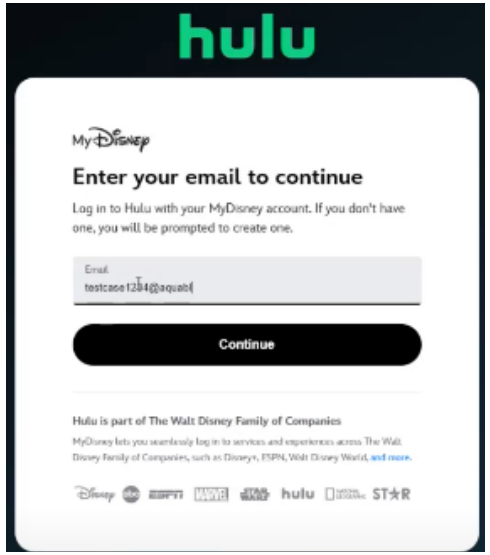
directv.com[1]



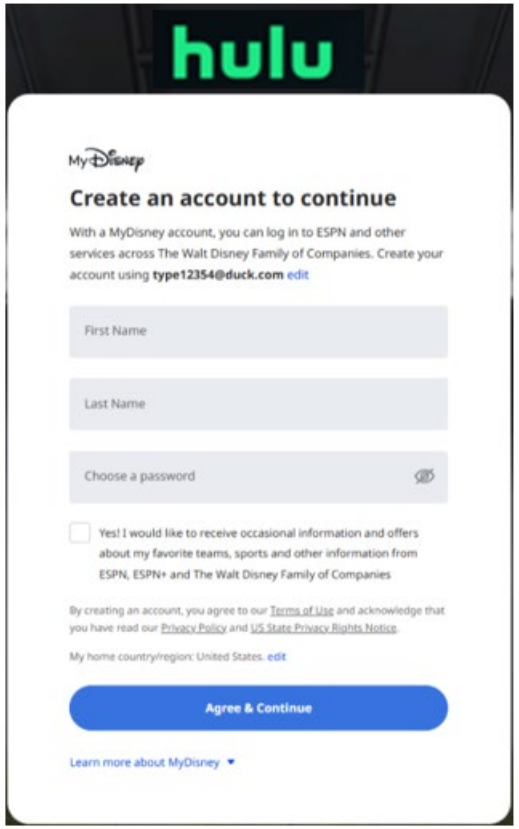
Activation email



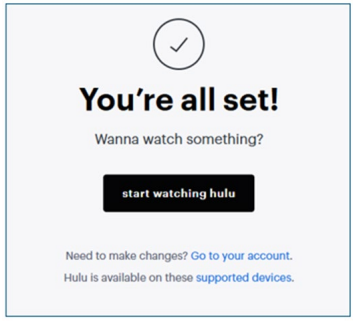
2 Enter email and click 'Continue'



3 Enter first name, last name, create password and click 'Agree & Continue'



4 'You're all set' message

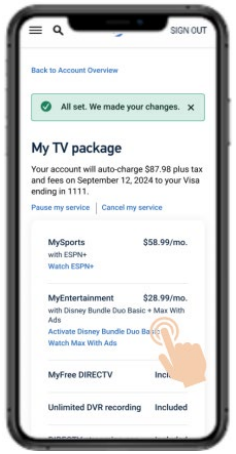


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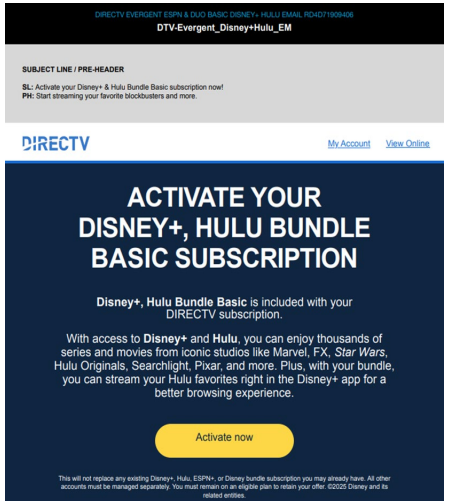
DUO BUNDLE ACTIVATION FLOW FOR CUSTOMER WITH EXISTING DUO BUNDLE OR HULU ONLY SUBSCRIPTION USING SAME ID

1 Click 'Activate now'

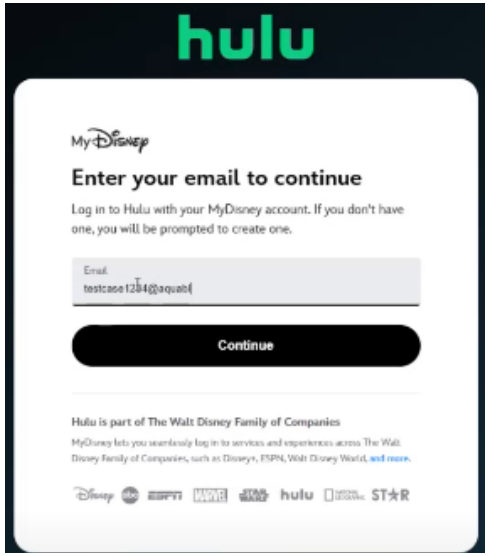
directv.com[1]



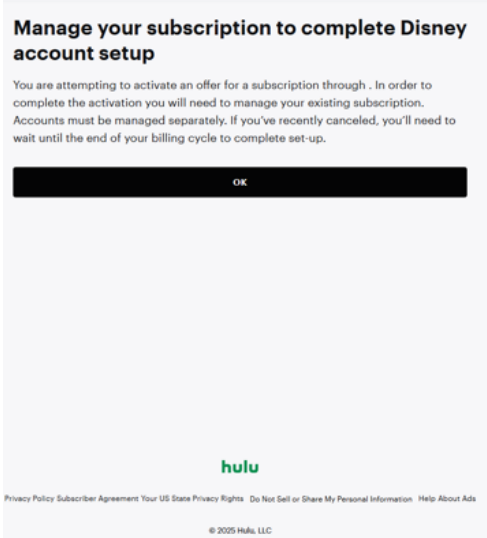
Activation email



2 Enter email and click 'Continue'

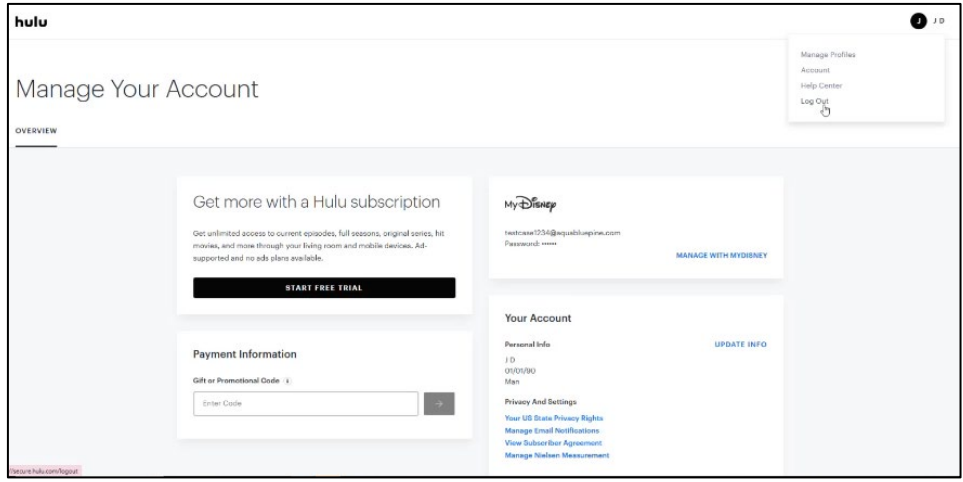


3 Manage subscription message and click 'Ok'



You are attempting to activate an offer for a subscription through xxxx. In order to complete the activation, you will need to manage your existing subscription. Accounts must be managed separately. If you've recently canceled, you'll need to wait until the end of your billing cycle to complete set-up.

4 Hulu 'Manage Your Account' page



EXISTING DUO BUNDLE OR HULU-ONLY SUBSCRIPTION ACTIVATION RULES:

Customer already has Duo bundle or Hulu-only subscription with the same ID

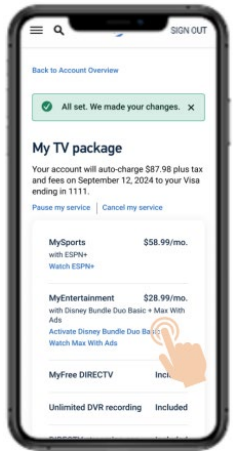
- **Option 1:** Cancel existing duo bundle or Hulu-only subscription, wait until end of bill cycle, and then activate DTV Duo bundle subscription
  - Disney managed subscription cancels at end of bill cycle
- **Option 2:** Create new MyDisney account if customer wants to keep existing Disney subscription

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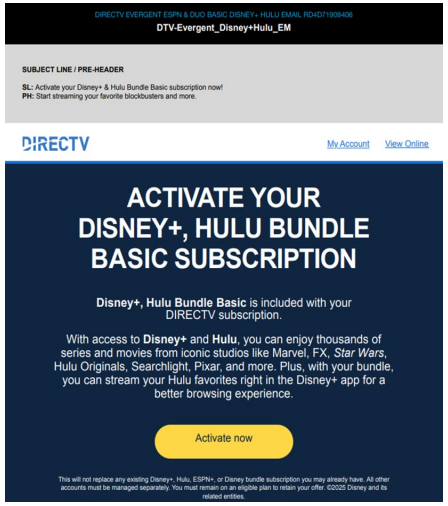
DUO BUNDLE ACTIVATION FLOW FOR CUSTOMER WITH EXISTING DISNEY+ SUBSCRIPTION USING SAME ID

1 Click 'Activate now'

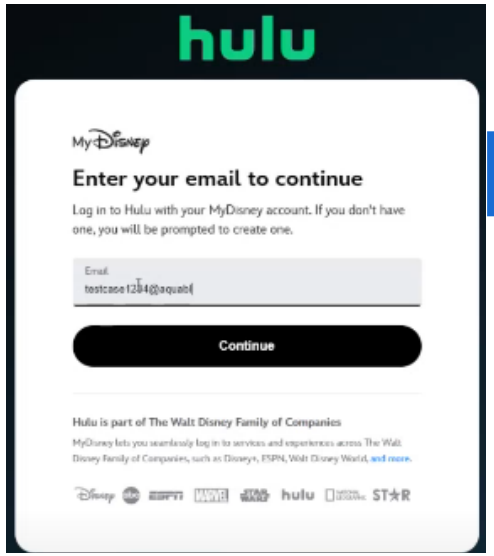
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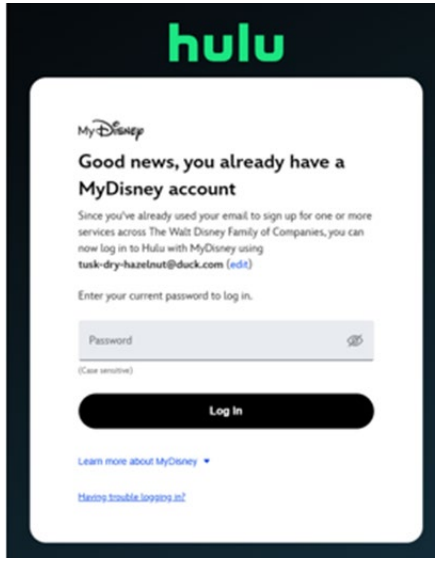
Activation email



2 Enter email and click 'Continue'

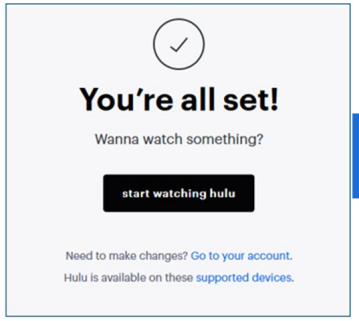


3 Existing account message
Enter password and click 'Log in'

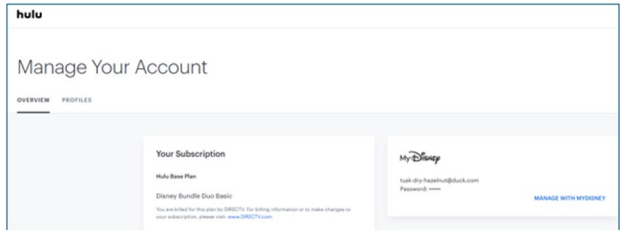


Since you've already used your email to sign up for one or more services across The Walt Disney Family of Companies, you can now log in to Hulu with MyDisney using xxx@.com

4 'You're all set' message



5 Hulu 'Manage Your Account' page



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