



# Signal Auditing Report

Issue II

September 1, 2007

## NFL Sunday Ticket Audits Set to Begin September 9, 2007

### **NFL Sunday Ticket Audits are Back...Bigger, Better...and NATIONWIDE!!**

September 9, 2007 “KICKS OFF” our second season of Auditing for Directv’s NFL Sunday Ticket. As you know last season was very limited in territories, with Directv giving us permission to audit only a handful of states; but thanks to your hard work and the huge success of last season, **Directv has given us the green light to audit all 50 STATES for the 2007 NFL Sunday Ticket season!!!** We are thrilled to be able to offer you auditing opportunities each and every Sunday from September 9<sup>th</sup> through December 30<sup>th</sup>, **NATIONWIDE!!!** This assignment is not available through ANY OTHER COMPANY!

So, if you have been excluded from last years’ audits by the territory limits, or if you have been “on the fence” on signing up...hop off! And hop on board with us....we can’t wait to work with you!

### **Video Techniques**

As you should already know, video is a requirement on the NFL Sunday Ticket Audits. We have made several notes that will help you submit work that is top quality, and meets all of our requirements for an audit. Following these guidelines will mean fewer calls to clarify questions, less time deciphering the video, and **FASTER PAYMENT TO YOU!!!**

\* When videotaping, be sure to pan out from the television screen....show the surroundings, the

interior of the establishment. Remember, you are getting this on video to prove that you not only saw the NFL Sunday Ticket, but to prove that you were actually inside the identified establishment.

\*Get a clip of the inside that includes a pan of the crowd and the employee behind the bar. Doing this will corroborate the portion of the affidavit where we ask for an estimated head count and capacity.

\*When videotaping the outside of the establishment, be sure to capture footage of any signs, banners, advertisements, as well as the building and continuing on to the satellite dish (if there is one.)

\*Contiguous footage of as much information as possible is always preferred, as it cannot be disputed as “clips” edited together.

### **Auditing Do’s and Don’ts**

\* Don’t go to popular chains that we list in our emails without checking with us first....even if they are not on the legal list

\* Do not video from the outside!! That is unacceptable auditing and may result in a delay/denial of payment.

\* Don’t audit an establishment that you hit within the last year...PLEASE!

\* Do be thorough...you can never give too much information. Everything on the affidavit is there for a reason, please don’t leave anything out, no matter how insignificant it may seem to you

\* Do follow the instructions for video...it makes all the difference!

\* Do call us with any questions, we are available to you ANYTIME

## Signal Auditing Hosts Live Webinar

**Wednesday, September 5<sup>th</sup>, 2007**, Signal Auditing will present two training Webinars in preparation for the NFL Sunday Ticket Audits. Speakers will include Steven Levine, and Sherry Giammichele. We will cover all aspects of an NFL Audit, provide examples of acceptable (and NOT acceptable) affidavits, certifications, time logs, videos, and photographs; and host a question and answer session. The Webinars will take place at 11:00am, EST and 2:00pm, EST. Please watch for an email invitation to the Webinar with instructions on how to join.

## May 5, 2007 DeLaHoya v. Mayweather Results

WOW! What a great job by all! Thanks for all of your hard work and fact-finding skills! This was our biggest event ever...and it was a huge success, breaking records by the mile. Thanks to all of you!

## AUDITOR AGREEMENTS:

If you have not sent in your auditor agreement, you will not be able to work any of these events, nor will you receive an invitation to the Webinar. Don't delay...send it now and get in on 17 weeks of NFL Sunday Ticket auditing, *plus* exclusive Soccer events, all UFC and Boxing matches, March Madness, site inspections, and more! If you need another copy, please call or email us right away! If you haven't signed up yet...please click on the "Sign Up For Events" tab NOW!

## UPCOMING EVENTS :

**Saturday, August 25<sup>th</sup>, 2007:**

UFC74: Couture vs. Gonzaga Live from Mandalay Bay, Las Vegas, NV 10:00pm EST

**Wednesday September 5<sup>th</sup>, 2007:**

Signal Auditing Webinars 11:00am and 2:00pm, EST

**Sunday September 9<sup>th</sup>, 2007:**

NFL Sunday Ticket Audits begin..17 weeks!!!!

**September 15<sup>th</sup>, 2007**

At Las Vegas (HBO PPV): Juan Manuel Marquez vs. Rocky Juarez

**October 6<sup>th</sup>, 2007**

At Las Vegas (HBO PPV): Manny Pacquiao vs. Marco Antonio Barrera

**December 8<sup>th</sup>, 2007**

At Las Vegas (HBO PPV): Floyd Mayweather vs. Ricky Hatton

## Directv Press Release:

**EL SEGUNDO, Calif.**--(BUSINESS WIRE)--Aug. 13, 2007--DIRECTV continues to push the boundaries of how and where fans view their sports programming with the launch of a new service that will enable its 2007 NFL SUNDAY TICKET(TM) customers to access their games in more ways and from more places than ever before.

For the first time, DIRECTV NFL SUNDAY TICKET customers who subscribe to the SuperFan option will have the entire weekly lineup of live NFL SUNDAY TICKET games available via web-stream to their PC or laptop computer every Sunday during the 2007 NFL regular season through DIRECTV's new NFL SUNDAY TICKET Supercast service, allowing them to enjoy NFL action virtually anywhere. More details on new NFL SUNDAY TICKET services and pricing are available by calling 1-800-DIRECTV or visiting DIRECTV.com.

*\*\*\*Technology allows new ways to pirate...more pirates to catch!\*\*\**

Useful Links:

[www.signalauditing.com](http://www.signalauditing.com)

[www.stopdirectvfraud.com](http://www.stopdirectvfraud.com)

[www.ufc.com](http://www.ufc.com)

[www.directv.com](http://www.directv.com)