

Exhibit 2

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10 Attorneys for Plaintiff
11 Federal Trade Commission

12 **UNITED STATES DISTRICT COURT**
13 **NORTHERN DISTRICT OF CALIFORNIA**
14 **SAN FRANCISCO DIVISION**

15 **FEDERAL TRADE COMMISSION,**
Plaintiff,
16
17 v.
18 **DIRECTV,**
a corporation,
19
and
20
21 **DIRECTV, LLC,**
a limited liability company,
22
23 Defendants.

Case No. 15-cv-01129
EXHIBIT 2: VIDEO OF DIRECTV
ADVERTISEMENT

24
25 **MANUAL FILING NOTIFICATION**

26 Regarding: EXHIBIT 2 to the COMPLAINT

27 This filing is in physical form only, and is being maintained in the case file in the Clerk's office.
28

1 If you are a participant on this case, this filing will be served in hard-copy shortly.

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3 For information on retrieving this filing directly from the court please see the court's main web
4 site at <http://www.cand.uscourts.gov> under Frequently Asked Questions (FAQ).

5
6 This filing was not efiled for the following reason:

7 Non Graphical/Textual Computer File (audio, video, etc.) on CD or other media.

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9 **Transcription of DIRECTV Advertisement (70Vb.mp4)**

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Time Counter	On-screen image	Voiceover
00:00	Man sitting in chair	"When you wait forever for the cable guy, you get bored."
00:03	Man looking around room; appears to be bored	"When you get bored, you start staring out windows."
00:05	Man looking out of a window	"When you start staring out windows . . ."
00:07	Other men putting a wrapped, body shaped object into the trunk of a car	". . . you see things you shouldn't see."
00:09	Man wildly tossing clothes into a suitcase	"When you see things you shouldn't see, you need to vanish."
00:12	Man coming up from underwater with a burning boat in the background	"When you need to vanish, you fake your own death."
00:14	Man standing in front of mirror, dying his eyebrows white	"When you fake your own death, you dye your eyebrows."
00:17	Funeral scene	"And when you dye your eyebrows, you attend your own funeral as a guy named Phil Shiffley."
00:22	Funeral scene; people crying; man in disguise	"Don't attend your own funeral as a guy named Phil Shiffley."
00:25	Text on screen: GET RID OF CABLE	"Get rid of cable. . ."

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00:26	Text on screen: “Package offers starting at \$24.99/mo. Limited Time” 1/10 th size of price: “For 12 months after instant savings 24 mo agrmt req’d”	“. . . and upgrade to DIRECTV.”
00:27 -00:29	Center of screen: DIRECTV Directv.com 1-800-DIRECTV	“Call 1-800-DIRECTV”

DATED: March 11, 2015

/s/ Eric D. Edmondson
Eric D. Edmondson
Attorney
Federal Trade Commission