



The situation

Exercise as a key to healthy living has resulted in more than 5 billion visitors to health clubs, gyms and fitness studios annually.¹ The United States is the single biggest market worldwide not only in terms of revenue but in regards to the number of members in health & fitness clubs as well.² The interest in fitness for adults between the ages of 20 and 64, is growing, causing a greater demand for gym memberships.³ As a result, health clubs are offering innovative amenities to win over new prospects. DIRECTV is a popular solution for enhancing the workout experience with the same variety of entertainment people enjoy at home.

Best practices to meet member expectations

With more Americans incorporating fitness into their daily routines, there is a new demand for more options to suit a variety of preferences.³ New equipment, classes, activities and perks need to be offered to attract members and keep them happy. One such perk is providing TV at or near exercise machines. It's an easy way to elevate the appearance of a club, while helping exercisers overcome boredom and fatigue.



DID YOU KNOW?

In a Rider's Study, exercisers reported significantly greater enjoyment compared to those who exercised without watching TV-whether it was a program they chose or a neutral program.⁴

3 fitness industry trends



Baby boomers

The industry is expected to grow as baby boomers become more health conscious.³



Elevating entertainment

Club operators noticed immediate gains in member sales and retention when the first fitness entertainment systems were installed.⁵



Going digital

Initially, exercise entertainment systems helped to minimize the monotony of doing cardio workouts. Now, members are connected to a wide variety of entertainment and social media options that provide a richer experience.⁵

3 hurdles to overcome



Fitness as a lifestyle

One big industry challenge is getting members into the gym. Only 18% of gym members use their membership consistently.⁶



Accommodating corporate America

Companies are realizing that regular physical activity has such positive impacts for both employees and employers.⁷ This has sparked the development of corporate plans and tailored programs to help the workforce get fit.



Budget-conscious members

A recent increase in cost-conscious members has altered the fitness industry.³ Health clubs now have to find budget-friendly solutions to compete with low-cost clubs that have now entered the marketplace.



How DIRECTV pumps up club benefits

Health clubs can power up their businesses by enhancing a few key factors. DIRECTV can help build momentum by making workouts more entertaining, getting an exerciser's mind off their fatigue and giving a club a leg up on the competition.

1 Make workouts more enjoyable

PROBLEM

50% of all new gym members quit going within six months.⁶

SOLUTION

This unmotivated group could benefit and get inspired to be more active if it has the opportunity to view popular shows, sports and movies while working out. DIRECTV creates a more inviting atmosphere at the gym and helps entice prospective members to join.

2 Take members' minds off the discomfort

PROBLEM

People have a hard time staying motivated to continue working out.⁸

SOLUTION

It's not surprising that exercise is often referred to as a workout. For many, it's long been considered a taxing, but productive, task; a challenging, but constructive, chore. But exertainment changes all of that. It can be inviting, engaging, instructive, inspiring, motivating ... allowing members not only to stick with, but also to enjoy, their fitness regimen.⁵

3 Keep pace with the competition

PROBLEM

There are about 36,540 health clubs operating in the U.S.¹

SOLUTION

With so many new franchises and neighborhood locations popping up, a health club needs to match the benefits they offer, at the very least. With a wide selection of top channels, DIRECTV will impress every member who walks through the door. They'll have the option to catch a big game, see episode of their favorite show or watch a movie while they burn calories.



DIRECTV pumps up every workout

Whether you offer personal TVs on treadmills or bigger screens throughout your cardio and locker-room areas, DIRECTV delivers the programming that makes workouts fly by. It's an easy way to help everyone stay motivated with the shows they love.



Set the tone for a great workout

Whether they're listening to fast-paced tunes with DIRECTV satellite music channels or catching up on their favorite comedies, DIRECTV stimulates the brain while members flex their muscles.



Keep the energy level high

DIRECTV gives gyms an energetic atmosphere, so when members walk in, they'll feel inspired to get moving.



Be the best around

DIRECTV helps health clubs jump ahead of other places down the street that don't offer the best in TV entertainment.



Strengthen customer loyalty

Increasing the benefits of membership with an upgrade to DIRECTV will help decrease turnover.

71.4%

The average rate of member retention for the International Health, Racquet & Sportsclub Association clubs.¹



Pick up the pace with optional add-ons

Gym owners who want to give 110% can go above and beyond by adding these incrementally valuable DIRECTV features to their service.



Game on

To encourage the team to treat the office like a hangout, DIRECTV sports packages are just the ticket. Office managers can invite employees to unwind after hours and take in a game on NBA LEAGUE PASS, MLB EXTRA INNINGS® or NFL SUNDAY TICKET, just to name a few.



TV that speaks their language

DIRECTV is fluent in international programming, so businesses can choose from a wide variety of foreign-language packages featuring channels from around the globe.



More everything

Businesses can go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.



5 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Create an inviting atmosphere in the reception area.
- 2 Liven up the locker rooms.
- 3 Make it “game on” at the juice bar.
- 4 Amp up the programming on every cardio machine.
- 5 Keep up with current events in private offices.

300

The number of calories burned doing calisthenics during commercials breaks of a one-hour TV show.⁹



62.5 MILLION

The number of gym members in 2018.¹⁰

1 <http://www.ihrsa.org/about-the-industry/>

2 <https://www.statista.com/topics/1141/health-and-fitness-clubs/>

3 <https://www.ibisworld.com/industry-trends/market-research-reports/arts-entertainment-recreation/gym-health-fitness-clubs.html>

4 <https://www.shape.com/fitness/tips/how-use-your-gyms-tvs-make-most-your-workout>

5 <https://www.ihrsa.org/improve-your-club/why-entertainment-options-are-necessary-at-your-gym/>

6 <https://noobgains.com/gym-membership-statistics/>

7. <https://www.forbes.com/sites/alankohl/2019/01/09/why-we-pay-our-employees-to-exercise-at-work/#15cc5a1728d2>

8. <https://www.verywellfit.com/top-reasons-you-dont-exercise-1229759>

9. <https://www.verywellfit.com/how-to-burn-300-calories-while-you-watch-tv-3495599>

10. <https://www.wellnesscreatives.com/gym-market-statistics/#members>

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