DOYLE PATRICK T

Form 4

August 10, 2010

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB Number: 3235-0287

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005

0.5

OMB APPROVAL

Form 4 or Form 5 obligations may continue.

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

burden hours per response...

Estimated average

See Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * DOYLE PATRICK T			2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First)	(Middle)	DIRECTV [DTV] 3. Date of Earliest Transaction	(Check all applicable)			
C/O DIRECT IMPERIAL H		ST	(Month/Day/Year) 08/09/2010	Director 10% Owner _X Officer (give title Other (specify below) Exec. VP and CFO			
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person			
EL SEGUNDO, CA 90245				Form filed by More than One Reporting Person			

(City)	(State)	Zip) Table	e I - Non-D	erivative S	Securi	ties Acqu	ired, Disposed of	, or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code V	Amount	or (D)	Price	(Instr. 3 and 4)		
Class A Common Stock	08/09/2010		M <u>(1)</u>	50,000	A	\$ 27.37	113,359	D	
Class A Common Stock	08/09/2010		F(2)	42,172	D	\$ 38.75	71,187	D	
Class A Common Stock	08/09/2010		S(3)	7,828	D	\$ 38.75	63,359	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. Number of tionDerivative Securities) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		e Expiration Date (Month/Day/Year) (A) ed of		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
			Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Opion (right to buy)	\$ 27.37	08/09/2010	M(1)		50,000	12/22/2003	02/02/2011	Class A Common Stock	50,000

Reporting Owners

Reporting Owner Name / Address	Relationships

Director 10% Owner Officer Other

DOYLE PATRICK T

C/O DIRECTV

2230 EAST IMPERIAL HIGHWAY

EL SEGUNDO, CA 90245

Exec.

VP and

CFO

Signatures

Janet L. Williamson, Attorney-in-Fact 08/09/2010

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Exercise of stock options granted pursuant to Rule 16b-3 qualified Incentive Plan (DIRECTV 2010 Stock Plan, formerly known as The DIRECTV Group, Inc. Amended and Restated 2004 Stock Plan).
- (2) Shares withheld for payment of exercise price and tax withholding.
- (3) Employee stock option granted pursuant to Rule 16b-3 qualified Incentive Plan (DIRECTV 2010 Stock Plan, formerly known as The DIRECTV Group, Inc. Amended and Restated 2004 Stock Plan).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Reporting Owners 2

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