



HD MLS DIRECT KICK Games on TEAMHD

July 9, 2010

Dear Affiliate:

iN DEMAND is pleased to announce the addition of HD coverage for the MLS DIRECT KICK package. iN DEMAND will begin offering select HD games as part of the package on TEAMHD effective August 14th. ***Headend action is required to carry these games.***

Technical Information:

HD MLS games will be broadcast on TEAMHD, available via Satellite AMC10, Transponder 7 (AMC10/7), Channel #530, MPEG Service #4. Please see the attached Technical Fact Sheet for more specific information.

Bandwidth Requirements:

- For systems already carrying any combination of iN DEMAND's HD services (HDPPV, GAMEHD, GAMEHD2, and TEAMHD) in a full 256QAM or are currently carrying TEAMHD for NBA, no additional bandwidth will be necessary. TEAMHD shares bandwidth with the existing channels, with only 2 out of the 4 total HD services airing active video at one time.
- All other systems will need additional plant bandwidth in order to offer the TEAMHD. This service will be operating at a bit rate of approximately 18 Mbps.

Authorization Information:

- **Any system wishing to offer MLS DIRECT KICK on TEAMHD must fill out the attached authorization form and email it to your iN DEMAND Affiliate Representative by Friday, July 23rd.**
- You will NOT automatically be authorized for MLS DIRECT KICK on TEAMHD if you are currently carrying TEAMHD for NBA.
- Only those systems currently carrying MLS DIRECT KICK may request authorization.
- TEAMHD must be assigned to an individual/unique ACP on your receiver and cannot be doubled-up with another service on one unit address. For example, if a system is carrying all four HD services available on AMC10/7, ACP assignments should be setup as follows: HDPPV should be assigned to ACP#1, GAMEHD should be assigned to ACP#2, TEAMHD should be assigned to ACP#3 and GAMEHD2 should be assigned to ACP#4. Please be sure to select "MLSDK HD" in the drop down box for TEAMHD on the authorization form.
- This new channel will be available for system setup and testing on Monday, August 9th noon ET.

- A one-week authorization test window is scheduled from Monday, August 9th through Friday, August 13th. Authorized systems will see a slate identifying TEAMHD and should verify their MD/MPS authorization during this test window.

Blackouts:

- Local blackouts are required for the HD version of package games and will be applied in the same manner as with the standard-definition games. Please be sure to indicate the service area TEAMHD will be available to in the blackout section of the authorization form.
- We highly recommend that TEAMHD is offered to the existing (same) service area that you are currently delivering the sports packages to. By doing so, blackouts for both SD and HD games will be the same, and your customers will not be negatively impacted.

Channel Mapping:

Nationally Controlled Systems: HITS requires you to fill out a HITS Channel Map Change Request and fax it to your HITS customer representative. Please contact your HITS representative as soon as possible so they can begin adding the new channel to your service lineup and update your receiver.

Locally Controlled Systems: Please notify your guide provider, build a new service (the same as any new service) and assign it to the receiver (4400MD, 4410MD or MPS) you will be using to downlink the feed.

Billing Files:

- TEAMHD is to be treated as a premium/subscription service similar to the existing GAMEHD and GAMEHD2 channels. NO pay-per-view billing files will be created for this channel.
- MLS DIRECT KICK customers authorized for TEAM6-10 should also be authorized for this channel.

Guide Information:

If you do not currently carry TEAMHD, please be sure to contact your EPG provider and/or data suppliers directly to request the data feed and for the channel to be displayed as "TEAMHD" on your on-screen guide or source code.

If you need further technical information, please contact one of the numbers below.

iN DEMAND Authorization Hotline - 303-712-3300
HITS Customer Support Center - 800-426-7790 for National Control
Motorola Help-Line - 888-944-HELP
Cisco (Scientific Atlanta) Customer Support - 800-722-2009

As always, please contact your iN DEMAND Affiliate Representative with any questions.

New York: 646-638-8200

Sincerely,
Dani Johnson
Manager, Sports & Broadcast Operations