



September 29, 2011

Dear iN DEMAND affiliate:

iNDEMAND would like to draw your attention to several important operational elements necessary for preparing to carry NHL CENTER ICE.

***As a reminder, as of September 7th, all of iNDEMAND SD sport channels are now located on AMC10 Transponder 1 (TEAM1-10 & GAME1-14); additionally, as of September 20th, our HD Sport offering has been expanded to nine channels for both TEAMHD & GAMEHD, with GAMEHD1-9 now available on AMC1, Transponder 13. Please refer to the iNDEMAND affiliate site for information on this.***

#### **NHL CENTER ICE EXTRA**

As we have carried in previous seasons, iN DEMAND will be including *NHL CENTER ICE Extra* as a bonus feature in the package. *NHL CENTER ICE Extra* is a live source for scores, statistics, game previews, game recaps and schedule information. **New for this season, this service will reside on channel GAME13, on satellite AMC10, Transponder 1**, except on nights where there are 13 or more simultaneous games. Should there be 13 or more simultaneous games, it will be pre-empted for the live games. ***This feature is only available in SD.***

#### **NHL LEAGUE WIDE**

*iN DEMAND* will again be offering *NHL LEAGUE WIDE* as a second bonus feature within the package. *NHL LEAGUE WIDE* is a non-interactive mosaic feature, which displays four games at a time, rotating additional simultaneous games onto the screen as necessary. Each screen within the mosaic will include score and clock information as well as the channel designation for where each game can be found within the package. Additionally, scores from around the league will be constantly on-screen and will be updated in real time. **New for this season, this service now reside on channel GAME14 on satellite AMC10, Transponder 1**, except on nights when there are 14 simultaneous games. Should there be 14 simultaneous games, it will be pre-empted for the live games. ***This feature is only available in SD.***

#### **DUAL FEEDS**

As with last season, iN DEMAND will be offering dual video feeds of select games. For example, if the Rangers are playing the Avalanche, the New York broadcast will be on one channel and the Colorado broadcast on another. No 'core' games will be removed from the package in order to include a dual feed. Normal blackout restrictions apply to the dual feeds & will match the original version of the game. ***Dual feed offerings will be for SD & HD channels, however games are subject to availability & channel capacity.***

#### **REPLAY GAMES**

iNDEMAND will again offer select game replays of package games. ***At this time, replays will only be available on our SD Channels.*** These select games within the package will be replayed continuously on the same channel they aired live on until the following day's games begin. If more than one game is broadcast on a channel on a given night, both games will be replayed on that channel. Game replays will begin approximately one hour after the live broadcast ends. Normal blackout restrictions will apply to the replay games and will match the blackouts of the live airing.

There will be approximately 4-5 replays for single scheduled games and 2-3 replays for games scheduled back to back.

The guides will reflect the replays so no manual work is needed by systems.

**Please note:** No live games will be bumped from the package in order to accommodate replay games.

This feature will be a value-add to all NHL CENTER ICE subscribers and ***is only available on the SD channels.***

All of the above noted features are added services automatically available through your existing NHL CENTER ICE authorization. **No action is required by your headend personnel.**

### **GAMEHD1-9:**

- Most HD NHL CENTER ICE games will be available in HD on channels GAMEHD 1-9 which are located on AMC1 Transponder 13.
- ***If you carry GAME1-14 SD you will NOT be automatically authorized for GAMEHD1-9; GAMEHD requires separate equipment. You also do not have to carry ALL of the GAMEHD channels (ex: GAMEHD1 & GAMEHD2 can be carried to mimic the previous mode).***
- ***You must submit a separate authorization request specifically for any of the GAMEHD channels.***
- Only those systems currently authorized for NHL CENTER ICE may request authorization for the HD version of the NHL games available on GAMEHD1-9.
- Local blackouts are required for the HD version of package game and will be applied in the same manner as with the standard-definition games. Please be sure to indicate the service area GAMEHD1-9 will be available to in the blackout section of the authorization form. We highly recommend that GAMEHD1-9 are 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.
- ***These channels do not require a billing file and should be treated as premium/subscription channels (the same as GAME1-14 SD); customers authorized for GAME1-14 SD should also be authorized for these channels.***

### **Service Area Update/Blackout Info:**

All systems were required to submit the “2011 Zipcode/Service Area Update” form that was provided with the kit information previously released, indicating any changes to the service area for each headend and/or hub sites each headend serves.

***This information is necessary to ensure blackouts can be reviewed and processed prior to the season start. If you do not have your zipcode service area info into us by this time, we cannot guarantee that your blackouts will be determined and set before the season start.***

A separate memo will be sent next week which will note your system’s blackout designation along with provide instructions on how to understand the schedule for which games you will be blacked out of.

**A full schedule of the NHL CENTER ICE games airing in October will be released via email once it becomes available which is generally a few days prior to the season start. Please contact your iNDEMAND Affiliate rep to be added to the distribution to receive schedule updates as a sports contact.**

For those systems carrying MLB EXTRA INNINGS, please REMEMBER to **DEAUTHORIZE all MLB EXTRA INNINGS subscribers as of Monday, October 3rd (last MLB game is scheduled for today, Wednesday, Sept. 28 with a potential tie-breaker game if necessary for Sept. 29th).** This will ensure all MLB EXTRA INNINGS subscribers are not given free access to NHL CENTER ICE after those games have concluded.

### **KEY DATES FOR NHL**

|   |                                   |
|---|-----------------------------------|
| <b>NHL CENTER ICE Authorization Testing</b> | <b>9 AM – 5PM ET* 10/3 – 10/5</b> |
| <b>NHL CENTER ICE Season Start</b>          | <b>October 6th</b>                |
| <b>NHL CENTER ICE Free Preview</b>          | <b>Oct. 6th- Oct 23rd</b>         |
| <b>Deauthorize MLB Subscribers</b>          | <b>October 3rd</b>                |