



Feb 25, 2010

Dear iN DEMAND affiliate:

With the upcoming start of the spring sports, iNDEMAND would like to draw your attention to several important operational elements necessary for preparing for the start of MLS DIRECT KICK and MLB EXTRA INNINGS.

MLB EXTRA INNINGS

GAMEHD/GAMEHD2:

- Select HD MLB EXTRA INNINGS games will be available on GAMEHD & GAMEHD2, which is located on AMC10 Transponder 7.
- There will be roughly 24 HD games a week offered via GAMEHD & GAMEHD2 for MLB EXTRA INNINGS.
- ***If you carry GAME1-14 you will NOT be automatically authorized for GAMEHD or GAMEHD2 if you did not carry either previously.***
- ***You must submit a separate authorization request specifically for GAMEHD and/or GAMEHD2 from your standard definition package channels.***
- Only those systems currently authorized for MLB EXTRA INNINGS may request authorization for the HD version of the MLB games available on GAMEHD & GAMEHD2.
- 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 GAMEHD and/or GAMEHD2 will be available to in the blackout section of the authorization form. We highly recommend that GAMEHD/GAMEHD2 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.
- GAMEHD/GAMEHD2 do not require a billing file, and customers authorized for GAME1-14 should also be authorized for these channels.

Blackout & Schedule Info:

A separate memo will be sent closer to the season start that 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. **Please be sure to review this info with your CSRs once you receive it.**

If you have not submitted a service area update form for your system, and have changes to your service area, please do so immediately. This information is necessary to ensure your blackouts are accurate. This information is required.

A full schedule of the MLB EXTRA INNINGS games airing on March 31st & for the month of April will be released via email once it becomes available which is generally a few days prior to the season start. During the overlap of NHL & MLB on the GAME channels, MLB will predominately be located on the lower end of the GAME channels (typically but not limited to GAME1-10).

MLS DIRECT KICK

Blackout & Schedule Info:

Blackouts are necessary for select teams as part of MLS DIRECT KICK. You will not need to do anything on your end to enable blackouts, as iNDEMAND will be controlling the blackouts. A separate memo will be sent that 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. **Please be sure to review this info with your CSRs once you receive it.**

If you have not submitted a service area update form for your system, and have changes to your service area, please do so immediately. This information is necessary to ensure your blackouts are accurate. This information is required.

Please REMEMBER to **DEAUTHORIZE all NBA LEAGUE PASS subscribers as of April 14th** (last scheduled games for NBA LP are on April 13th). This will ensure that NBA LEAGUE PASS subscribers are not given free access to MLS DIRECT KICK after those games have concluded.

A full schedule of the MLS DIRECT KICK games airing in March & April will be released via email once it becomes available which is generally a few days prior to the season start.

AUTHORIZATION TESTING FOR BOTH SPORTS

Please see below for dates on when testing will be available for MLB EXTRA INNINGS on GAME1-14 (AMC1, transponder 13) and MLS DIRECT KICK on TEAM6-10 (AMC1, transponders 8). **Authorized systems will see a generic Sport iNDEMAND slate on these channels during the test times listed below. If you have submitted a new launch request during the off season or recently for MLB and/or MLS, your auth will become active as of the testing.** If you are not seeing this, please contact the iNDEMAND Authorization Hotline, 303-712-3300.

KEY DATES FOR SPRING SPORTS

MLB EXTRA INNINGS Authorization Testing GAME1-14	9 AM – 5PM ET* Mar. 28 – Mar. 30th *except when NHL is airing
MLB EXTRA INNINGS Season Start	March 31st
MLB EXTRA INNINGS Free Preview	March 31 – April 10
Deauthorize NHL Subscribers	TBD – iNDEMAND will send separate confirmation on when season has concluded.
MLS DIRECT KICK Authorization Testing TEAM6-10	9 AM – 5PM ET* Mar. 14 – 18th *except when NBA is airing
MLS DIRECT KICK Season Start Date *the MLS Season starts on 3/15 but MLS DIRECT KICK will not have any games until the 19th	March 19th*
MLS DIRECT KICK Free Preview:	Saturday, March 19th *This is the first broadcast date for MLS DIRECT KICK.
Deauthorize NBA Subscribers	April 14th

Please contact your iNDEMAND Affiliate Representative with any questions.

Sincerely,

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iN DEMAND Networks