



January 11, 2012

Dear PPV Manager:

As previously announced, iN DEMAND will be offering the first live 3D Pay-per-view event on February 4, 2012. In addition to the usual standard-definition and high-definition PPV distribution, UFC 143: Diaz vs. Condit will be offered in 3D. Distribution of the event will be as follows:

Standard Definition (typical distribution)

UFC 143: Diaz vs. Condit will be distributed on channel iN1 (English commentary)

UFC 143 En Espanol: Diaz vs. Condit will be distributed on channel iN2 (Spanish commentary)

High Definition (typical distribution)

UFC 143: Diaz vs. Condit (HD) will be distributed on channel HDPPV (English commentary)

PPV3D

UFC 143 In 3D: Diaz vs. Condit will be distributed on two temporary feeds, one using MPEG2 compression, the other using AVC/MPEG4 compression.

To offer PPV3D (UFC 143 in 3D), action is required by each system/headend. Please read the following detailed information regarding the temporary 3D feeds.

PPV3D Technical Information:

The PPV3D feed will be available via satellite as a frame compatible 1080i, side-by-side image in the following locations:

MPEG2 Feed: Satellite AMC1, Transponder 1 (AMC1/1), Channel #350, Powervu Encryption.

MPEG4 Feed: Satellite AMC1, Transponder 8 (AMC1/8), Channel #300, Powervu Encryption (temporarily replaces TEAMHD9).

The two temporary feeds will run identical programming, and systems can choose which feed to access depending on your cable plant's satellite receiver availability and distribution needs. Both feeds will be available for system setup and testing beginning on Thursday, February 2nd at 12:00 noon ET. Please see the attached Authorization Form for more specific information.

Bandwidth Requirements:

- **MPEG2 Feed:** The feed will be configured as a constant bit rate (CBR), running 18.00 Mbps (video), 19.4 Mbps (overall) allowing systems to utilize ½ QAM for distribution to the home.
- **MPEG4 Feed:** The feed will be configured as a variable bit rate (VBR), running 11.90 Mbps max bit rate (video), 12.5 Mbps max bit rate (overall).

Special Note regarding the *MPEG4* feed: iN DEMAND will temporarily repurpose channel TEAMHD9 and broadcast PPV3D in its place. All IRDs currently authorized for TEAMHD9 will be force-tuned to an alternate channel to avoid any loss in audio/video to your subscribers (no NBA games will be distributed on TEAMHD9 from February 2nd through February 5th). For those systems carrying the full complement of iN DEMAND's TEAMHD services (TEAMHD1-TEAMHD9) for NBA LEAGUE PASS in HD, you may re-purpose the bandwidth used for TEAMHD9 during this time.

Both versions of the PPV3D channel will be removed Monday, February 6th at 12:00 noon ET. All headends will need to remove this channel from your channel map by this time.

PPV3D Authorization Information:

Any system wishing to offer the 3D version of UFC 143 must fill out the enclosed authorization form and email it to authorizations@indemand.com by close of business on Wednesday, January 25, 2012.

The temporary channels will be available for cable system setup and testing beginning Thursday, February 2, 2012 at noon ET.

PPV3D Channel Mapping:

This special 3D broadcast will be available on a temporary channel as outlined above. In order to ensure the success of this offering, we suggest you locate the PPV3D channel in your channel mapping as close to HDPPV so regular UFC purchasers will have a greater opportunity of finding it.

Nationally Controlled Systems: HITS/OMC requires you to fill out a 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 you will be using to downlink the feed.

PPV3D Billing Information:

This is a PPV event and as such, it requires a special billing system setup or schedule download for the temporary PPV3D channel. Please contact your Billing System provider (or HITS/OMC for all nationally controlled sites) for information or instruction on manually creating this event record or through the automated process you are currently doing.

VOD Replay Information

For the systems currently receiving 3D Video On Demand content from iN DEMAND, the VOD replay of UFC 143 In 3D: Diaz vs. Condit will be made available to systems the day after the fight (February 5th) just as the SD and HD assets normally are. The 3D replay will be in the same 1080i side-by-side format as the PPV broadcast. Specific metadata for the replay (product, provider, category mappings, etc) will be discussed with each MSO separately in the upcoming weeks.

PPV3D Guide Information:

iN DEMAND has contacted most EPG providers and/or their data suppliers and they are aware of the temporary PPV3D channel. However, please be sure to contact them directly to request the data feed and for the channel to be displayed as "PPV3D" on your on-screen guide.

- For those systems using Tribune, they have assigned the Channel ID of 74164 for PPV3D.
- For those systems using ROVI, they have assigned the Source ID of 23893 for PPV3D.

We have also requested the guides contain the following information on-screen for PPV3D service (please be aware not all guides will be able to accommodate):

Guide listing for the timeframe prior to the event -

- Title: 2/4 UFC 143 In 3D: Diaz vs. Condit
- Info: Saturday, February 4th at 10:00pm ET, UFC 143 in 3D! This event will be available for purchase, on this channel, in 3D for the SRP of \$64.99. You must have a 3DTV to be able to view the event in 3D.

Guide listing for the event -

- Title: UFC 143 In 3D: Diaz vs. Condit
- Info: The interim UFC welterweight title is on the line as the fiery Nick Diaz takes on exciting finisher Carlos Condit. Plus, Josh Koscheck battles Mike Pierce for their future shot at the welterweight title. UFC 143 In 3D: Diaz vs. Condit, Saturday, February 4, live on Pay-Per-View from Las Vegas, NV. If you are a 3D subscriber and want to see it in 3D, order the event here; for high definition or standard definition tune to your normal PPV channels.

IMPORTANT NOTE TO SYSTEMS: Please direct your non-3D PPV customers to the specific channel numbers where HDPPV, iN1 and/or iN2 are carried on your line-up.

Guide listings following the event -

- Once the event has concluded, the channel should reflect the usual 'no-programming' title until Monday, February 6th.

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
Cisco Customer Support - 800-722-2009
Motorola Help-Line - 888-944-HELP

As always, please contact your iN DEMAND Affiliate Representative at 646-638-8200 with any questions.

Sincerely,

John Schultz
VP, Broadcast Operations