



6th April 2010

Ref: **New UK & Irish DTH Platform with 7-Day EPG**

Dear Sir/Madam,

On the 30th of March 2010, Ofcom issued a TLCS broadcast license to REAL Digital (RD) for the launch of its new Direct to Home Satellite service, which includes a 7-Day EPG (Electronic Programme Guide) and uses a secure Conditional Access system.

We wanted to give all stakeholders licensed in the UK advanced notice of the new service and platform, as RD's core values are a FRND (Fair Reasonable and non-Discriminatory) service and platform.

There are 16 genres in the RD EPG:

Entertainment, Lifestyle, Movies, Music, Sport, News, Documentary, Shopping, Children, Pay Per View (No Adult content), International, Gaming & Dating, Specialist, Religious, Adult & HD

All EPG channel listings after the first five 'must carry' (BBC1, BBC2, ITV1, C4 & Five) are to be allocated on a strictly first come first served basis. There will be no BARB audience measurement data taken into account as this could lead to non-measured channels being discriminated against.

Reduced EPG Fee Offer:

The RD EPG listing fee of just £12,000 in the first year, £18,000 in the second year and finally £24,000 per year from the third year onwards is on offer to all UK Ofcom or EU NRA licensed channels. This fee is payable in 12 monthly payments, but there is no additional satellite bandwidth required for FTA channels already broadcasting on Sky/freesat. RD EPG slots and channel numbers are not transferable and are offered on a lease only basis. A channel will be required to maintain at least 70% of its weekly schedule with content that is expected from a channel in the genre.

EPG Marketing Budget:

REAL Digital is committed to spending each year up to 33.3% of the EPG revenue on marketing the channels that are listed on the RD EPG this is in addition to the launch marketing and advertising campaign. This includes Press, TV, Radio and the Internet. Channels listed on the EPG will therefore receive further benefit for their channel/s and programming as a result.

Standard RD EPG features Include:

- 7-Day EPG for all free to air channels in the most appropriate genre.
- Series link for **REAL +** set top boxes and programme reminders.
- User-friendly graphic interface with a familiar look and feel for consumers.
- RD EPG is receivable from the same satellites as used by Sky/freesat and the same satellite dish can be used to receive RD.
- The main pages of the RD EPG will allow a banner advert to be displayed.
- Regionalisation for channels within the UK and Ireland for channels that require it; either using a simple EPG region or combined with Conditional Access services.

- Simple XML EPG data files as sent to either Sky or freesat's EPG service can be used to supply the RD EPG.
- Conditional Access services available to all channels operators if required and on FRND basis whether on a fulltime/part-time basis or down to programme level. (Please see the CA service fee document for further details)

In the interest of transparency and fairness we will require all channels that wish to join the EPG launch queue and benefit from the reduced EPG fee in the first two years to submit a note of interest and to pay a non-refundable deposit of £500 per channel before close of business on the **21st of April 2010**. The deposit will be credited to a channel's EPG account after it has launched on the EPG and entered in to an EPG agreement. A channel will not be required to launch on the EPG or enter an EPG listing agreement, but the position in the genre would be offered to the next channel application in the genre.

After the EPG launch any new channel wishing to be added to the RD EPG will be required to pay the full EPG fee and not the specially reduced fee. This is based on the fact that after a platform launches the risk level for capital decreases and therefore new channels receive more benefit than early adopters received at the launch, so this is in line with the Ofcom EPG code of Practice.

Before the launch of the EPG a series of live demonstrations will take place in central London and all channel operators who have submitted a note of interest will be given priority invitations to the event. We hope to see you at one of these events.

Important Dates:

21st of April 2010: RD must have received all notes of interest either by post, email or fax.

5th of May 2010: The EPG launch queue will open and channel numbers in each genre will be allocated on a first come first served basis.

19th of May 2010: First EPG XML files need to be delivered to the EPG manager.

26th of May 2010: EPG goes live on the RD home transponder.

28th of May 2010: First deliveries of RD set top boxes arrive in retail stores.

Please be aware that EPG listing notes of interest should be received before close of business (5pm) on **21st of April 2010** by either posting an application, emailing or sending a fax to:

EPG Listing Manager
REAL Digital EPG Services Limited,
C/O Information TV,
1, Stephen Street, London W1T 1AL

epg@realdigitaltv.com Email address for note of interest and first EPG XML data files.

Fax to +44(0) 20 7131 6698

We look forward to receiving your note of interest and welcoming your channel to this new FRND EPG service.

Regards



David Henry
REAL Digital EPG Services Limited

Tel: 0844 567 7325

Key contacts:

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This information is available in the copy sent directly to broadcasters.

RD EPG genres and numbering:

Entertainment: 101-199

Lifestyle: 200-299

Movies: 300-339

Music: 340-399

Sport: 400-499

News: 500-519

Documentary: 520-599

Children: 600-639

Shopping: 640-699

Pay Per View: 700-779

International: 780-819

Gaming & Dating: 820-839

Specialist: 840-879

Religious: 880-899

Adult: 900-949(Pin Locked)

Regions: 950-999

HD: 1001-1100

