

Kerr Aff. Ex. 29

From: Michele Bellock.

Sent: 6/12/2006 1:40 PM

To: [-] Gregg Hill; Todd Green; Robert Broussard; Judi Lopez.

Cc: [-] Greg Moyer.

Bcc: [-]

Subject: DirecTV 6-12 V2.

Please find attached the final version of the document for Wed.'s meeting with DirecTV. Greg Hill et al have made changes. Before I print 8 copies, take one last look and let me know if there are any other changes. I'd like to print by end of day today.

Thank much,

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VOOM HD NETWORKS

PROPOSAL TO DIRECT TV

JUNE 14, 2006



WE'VE BEEN LISTENING...

- VOOM HD suite requires excessive bandwidth at 15 HD channels
- VOOM suite pricing can erode margin on HD basic
- Consolidating Voom channels would increase program quality and value



INTRODUCING ...

- Best of VOOM in 5 Channels
 - RUSH HD (Sports and Game Play)
 - EQUATOR HD (Documentaries)
 - MUSE HD (Music and Arts)
 - ULTRA HD (Celebrity lifestyle)
 - MONSTERS HD (Horror Movies)



THE NEW VOOM 5-PACK

- Stronger Price/Value relationship
- Accentuates native HD production
- Taps over 60% of VOOM inventory
- Improves ability to brand channels and programming
- Broad demographic appeal
- Includes offer of VOD alongside linear channels
- Leader in HD



THE TRUE HD EXPERIENCE

- Channels air 24/7 in HD
- Audio transmitted in Dolby Digital 5.1
- Programming content and production designed to showcase power of HD



DirecTV and Voom HD offering the Best TV experience around

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