

## Sample TV Guide Interactive Program Guide Media Alert

**WHO:** [your system name]

**WHAT:** Introducing the latest version of TV Guide's interactive program guide (IPG) that provides users with easy navigation to all the content and services available on digital cable, including VOD, HDTV, and DVR. TV Guide's IPG is the on-screen guide that helps digital cable customers easily navigate the robust channel lineup available with (system) digital cable. With a remote control and TV Guide's IPG, digital cable customers can make the most of their television time.

**WHY:** To continue our ongoing commitment to providing better service and features to our customers (could be a mission statement, system tagline, etc.)

**WHEN:** Scheduled to launch \_\_\_\_\_

**PRODUCT INFORMATION:** With even greater speeds and an enhanced, viewer-friendly look and feel, TV Guide's newest interactive program guide allows for simpler navigation and features links between linear TV, video-on-demand (VOD) content, and digital video recording (DVR) functionality.

TV Guide's high-resolution IPG features "new release" and "last chance" graphics associated with VOD content that communicate what's new or whether an offering will no longer be available – features that help educate viewers about their VOD options. The guide also gives viewers easy access to DVR features, where they can create, manage and schedule recordings up to 14 days in advance; control and manage recorded events; and control live television.

The guide's Quick Menu allows viewers to easily navigate to DVR and VOD features, as well as favorite channels, movies, and sports. The enhanced multi-level search capabilities also allow for refined searches within specific categories, such as movie or sports sub-categories, and highlights valued content, such as programming distributed in high-definition (HD).

**FOR MORE INFORMATION:** [local contact, phone number]