

HOD TEST PITCHING Guide

Objective: Test pitching of HOD is intended to achieve two main objectives:

- a. Ensure that your HOD catcher properly receives and exports content to your server.
- b. Ensure that your UI is correctly displaying HOD content with full user functionality.

*Note: not all test pitch assets will include the actual full length asset, but rather will contain promo footage and metadata designed to test the UI functionality.

If at any time you have questions or problems with the Test Pitch, please contact the HBO Hotline at 212-512-5666 or hodhotline@hbo.com.

Timeframe: Your system should be prepared to receive the first HOD test pitch at least 8 weeks prior to launch. *It is important that you contact the HBO Hotline if you have any problems completing the test pitches.* We will assume that you successfully completed the test pitches unless we hear otherwise.

HOD test pitching will consist of two separate pitches:

- a. The first test pitch will be pitched on Tuesdays and will contain assets that test items 1 - 5 below.
- b. The second test pitch will occur on Thursdays and is intended to test the auto deletion and creation of subcategories (items 6-7 below).

Technical Requirements Prior to Test Pitching: Your headend must be fully operational and ready for HOD, complete with a satellite antenna on Galaxy IV-R^a (99° W.L.), an HOD-dedicated N2BB catcher^b tuned to Galaxy IV-R transponder 4, your server, and UI interface. It is necessary that your UI be fully operational.

- a. Later this year, HOD will be moving to Telstar 7 (129° W.L.), at which time you will need to add a Motorola DCII IRD (model 4500X) to your HOD catcher.
- b. The HOD catcher should be installed, integrated, and pre-tested by N2BB and “pinged” by HBO at least 2 days prior to the first HOD pitching test (ping tests are regularly scheduled to occur at 1 PM each Tuesday and Thursday).

HOD Test Pitch Checklist (Nine titles in Test 1; two titles in Test 2)

Please check to confirm the following items for both test pitches:

Test Pitch #1 (available each Tuesday at 3 PM ET; approximately 15 minutes of content)

- 1) Assets should automatically populate the following categories and subcategories:
 - “test 01 Deadlock” should be in “Movies/Action”
 - “test 02 The Cherokee Kid” should be in “Movies/Comedy”

10/13/2008

- "test 00 Against the Wall" should be in "Movies/Spotlight" and "Movies/Drama"
- All Movies titles are duplicated in the "Movies/All Movies" folder in addition to "test 08 The Boy Who Could Fly" (also listed in "HBO Kids/More Kids")
- "test 06 Arli\$\$ 52" should be in "HBO Series/Arli\$\$"
- "test 05 Oz 47" should be in "HBO Series/Oz"
- "test 03 HBO Comedy Half-Hour 08: Margaret Cho" should be in "HBO Specials/Comedy Specials"
- "test 04 The Vagina Monologues" should be in "HBO Specials/Documentary"
- "test 09 Mother Goose: A Rappin' and Rhymin' Special: Happily Ever After: Fairy Tales for Every Child 26" should be in "HBO Kids/HappilyEverAfter"
- "test 07 George and Martha 01" should be in "HBO Kids/GeorgeAndMartha"
- "test 08 The Boy Who Could Fly" should be in "HBO Kids/More Kids" and "Movies/All Movies"

If assets do not propagate into the proper folder, please contact the HBO Hotline.

- 2) Asset subcategory and episode names should not be truncated. Please pay special attention to "test 09 Mother Goose: A Rappin' and Rhymin' Special: Happily Ever After: Fairy Tales for Every Child 26" in "HBO Kids/HappilyEverAfter."

If subcategory names are being shortened, please contact the HBO Hotline. If episode names are being shortened, note that a shorter title version is provided in the metadata called "Title19." If you still have a problem, please contact the HBO Hotline.

- 3) The MPEG preview substitute and the JPEG artwork substitute for "test 01 Deadlock" should be functional.

If there are errors for either asset previews or artwork, please contact the HBO Hotline.

- 4) The TV ratings (TVMA, etc) for assets such as "test 06 Arli\$\$ 52" should be accurately displayed.

If there is an issue with the TV ratings, please contact the HBO Hotline.

- 5) Closed captioning should be available on both "test 01 Deadlock" and "test 03 HBO Comedy Half-Hour 08: Margaret Cho".

Please check all STB models to verify closed captioning. If there are errors or closed captioning is not available on both titles, please contact the HBO Hotline.

Do not delete the test pitch #1 content from the server as certain test assets are intended to auto-delete in the second test pitch.

Test Pitch #2 (available each Thursday at 3 PM ET; approximately 5 minutes of content)

- 6) The subcategory "Arli\$\$" under HBO Series should not appear (should have been automatically deleted) and the subcategory "SexAndTheCity" should have been automatically created. "test 10 Sex and the City 49" should be in "HBO Series/SexAndTheCity".

10/13/2008

If there was an issue with auto deletion or creation of subcategories, please contact the HBO Hotline.

7) "test11 Oz 48" should be added to the existing "Oz" subcategory

If there is a problem with subcategory duplication, please contact the HBO Hotline.

LAST STEP PRIOR TO PREPARING FOR LAUNCH:

Please contact the HBO Hotline if you had any problems with either Test Pitch #1 or #2. The HBO Hotline will authorize your catcher to receive the regular weekly HOD pitch schedule.

After you have successfully completed the test pitches described above, you will need to clear your server and UI of all test content (as well as the catcher, if it has not automatically transferred the content to your server or staging server). You should plan on receiving the regular weekly pitches of HOD content at least 6 weeks prior to launch in order to begin to load your server and accumulate the full monthly schedule of HOD content prior to your consumer launch.