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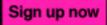
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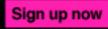
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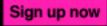
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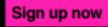
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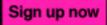
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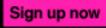
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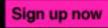
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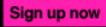
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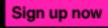
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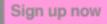
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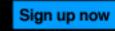
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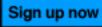
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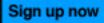
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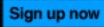
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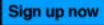
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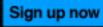
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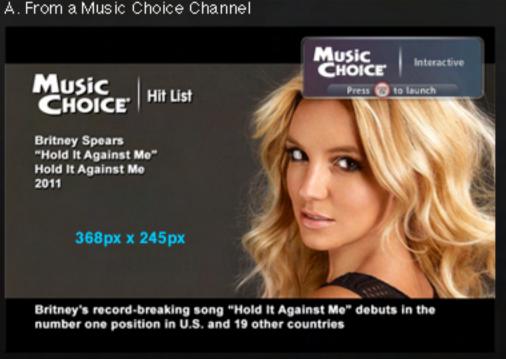
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Accessing the Music Choice Widget

Here's how to get started. You can access the Music Choice Widget directly from any of the Music Choice channels by pressing the OK button on your remote.

Back to the Top

B. From the FiOS Storefront Menu



Browsing the FiOS Storefront? You can also access the Music Choice Widget here too.

Back to the Top

Remember Your Genre

	E. Select a l	Music Genre	CHOICE"
		I Shows and more. Select, sa in on your remote.	ve and launch a Genre using the
V Hit List		Hip-Hop and R&B	Rock
Pop Hit	15	Rap	Metal
Kidz O	nlyt	R&B Soul	Alternative
Pop La	tino	Musica Urbana	Adult Alternative
Today	Country	Mexicana	
Dit		Remember My Genre	Options 2
Dat	Press 😁 for	r Live TV	Options 1

Want to remember your genre? Once you have accessed your Music Choice Widget, simply use the arrow keys on your remote to select the Genre of your choice and press OK. Save your favorite Genre of music by selecting Remember My Genre, and launch your Genre by selecting Done. If you want to change your default Genre, at any time go to Music Choice Genres in the widget.

Back to the Top

Watch Music Videos or Original Shows

To get started, use the arrow keys on your remote to select Music Videos, Original Shows or Watch It Now and press OK. Then browse and highlight a music video or original show, and Press OK to play the music video or original. Don't forget, at any time you can go back to the last menu by pressing the left arrow key on your remote.

Back to the Top

Rate Current Song

To begin, use the arrow keys on your remote to select Current Artists, and then select Rate Current Song. To select a rating, use the arrow keys on your remote (1 star low - 5 stars high). You can Rate the Current Song as often as you like. When the song ends, refresh the widget by pressing B to rate the new song playing. To Cancel at any time, go back to the last screen by pressing the back arrow key on your remote.

Back to the Top

More Music Choice

Want to choose a different genre? Use the arrow keys on your remote to select More Music Choice Genres. Browse and highlight your favorite Genre of music and press OK. Save this Genre as a default by pressing OK. At any time, go back to the last menu by pressing the left arrow key on your remote.

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We'd like to hear from you. Have a question or comment about the Music Choice Widget? Click here

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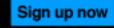
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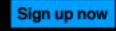
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		video to play interact with and online a pop and hit-o programs. "W addition to th capability for what they se	From creating and starring in video dedications, to voting for the next video to play, and even taking over their own show, viewers can interact with and control SWRV content through their mobile devices and online at http://www.swrv.tv. SWRV features primarily mainstream pop and hit-driven music videos as well as a full schedule of interactive programs. "We're pleased to have SWRV join our lineup. It's a great addition to the music channel offerings on FiOS TV and its interactive capability for viewers gives music lovers a chance to participate in what they see and hear," said vice president – programming and marketing for Verizon FiOS TV Terry Denson.							
		SWRV is up 1	to the task of lea	eractivity is a big direct ading that charge, " sta D at Music Choice. "It's	ated Dave Del					
		generation o	f music fans are	interested in having a ns; we're excited to be	a say and					
		video networ	k they can conti	rol and be a part of, wi sting social networks.*						
		including Co continue to ro roll-outs by n to www.swrv	SWRV is currently available throughout the US via several providers including Cox Communications and AT& T U-verse. SWRV will continue to roll out to millions of homes nationwide through tiered roll-outs by multiple providers. For more information on SWRV log on to www.swrv.tv or to become part of the SWRV community join us on Twitter: @SWRV_TV or Facebook: www.facebook.com/swrv.tv							
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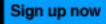
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		"There's no denying that interactivity is a big direction for TV and SWRV is up to the task of leading the Dave Del Beccaro, President and CEO at Music Choice. "It's clear that today's generation of music far having a say and participating in their programs; we're excited to be giving them a music video netw and be a part of, while also connecting with their friends in their existing social networks."								
		SWRV is currently available throughout the US via several providers including Cox Communications and AT& T U-verse SWRV will continue to roll out to millions of homes nationwide through tiered roll-outs by multiple providers. For more information on SWRV log on to www.swrv.tv or to become part of the SWRV community join us on Twitter: @SWRV_TV o Facebook: www.facebook.com/swrv.tv								
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MC for Business Body Text: Helvetica, Bold, 12pt	(New York, NY) June 28, 2011 – Verizon FiOS and Music Choice interactive music video network that puts the viewers in control has channel is available to FiOS TV Extreme HD and Ultimate HD cu	as launched in all FiOS TV markets. The 24/7 linear
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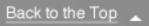
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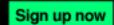
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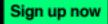
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FAQ			A. Please ma	il your CD, alon	icks to be played on g with an artist profile						
			Music Choice Programming Attn: Unsigned Material (include music genre – such as Rock, Rap, Country) 328 W. 34th Street New York, NY 10001								
			Q. How do I submit music videos to be played on Music Choice On Demand [™] ? A. Please mail your VIDEO, along with an artist profile to:								
			Music Choice Video Programming Attn: Asset Management (include music genre – such as Rock, Rap, Country) 328 W. 34th Street New York, NY 10001								
			Submission Requirements for videos: BETA sp or Digi BETA format Must be Closed Captioned (CC) Must include Lyric Sheet								
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			Music Ch	oice How to	Sign Up		•				
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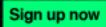
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Nav Text: Helvetica, Bold, 14pt Contact Us	Text: Helvetica, Regular, 12pt Text: Helvetica, Bold, 16pt FAQ Text: Helvetica, Bold, 14pt
FEEDBACK All Gray Boxes: #383838	Music Choice – Music Submissions (Audio AND Video)) Q. How do I submit audio tracks to be played on Music Choice? A. Please mail your CD, along with an artist profile to:
Body Text: Helvetica, Bold, 12pt	Music Choice Programming Attn: Unsigned Material (include music genre – such as Rock, Rap, Country) 328 W. 34th Street New York, NY 10001 Dody Taxle Helvetica, Regular, 12pi Q. How do I submit music videos to be played on Music Choice On Demand™? A. Please mail your VIDEO, along with an artist profile to: Music Choice Video Programming Attn: Asset Management (include music genre – such as Rock, Rap, Country) 328 W. 34th Street New York, NY 10001 Submission Requirements for videos: BETA sp or Digi BETA format Must be Closed Captioned (CC) Must include Lyric Sheet No TV MA material accepted No chyron embedded
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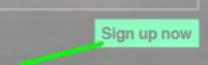
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LA 310.216.4580 Vince Amalfi, Director, Ad Sales

*Source: Rentrak On Demand Essential, Jan-Dec 2010

385px x 289px



PRESS RELEASES

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June 28, 2011 Verizon FiOS Launches SWRV

June 20, 2011 Nicki Minaj is Queen of Music Choice On Demand

June 15, 2011 Music Choice To Bring Music Channels to iPads.

June 14, 2011 Music Fans Get Instant Access to Videos with the Music Choice Application on Verizon FiOS

June 28, 2011 Verizon FiOS Launches SWRV

Connect with highly engaged 12-34 year olds in our clutter-free environment.



The #1 Video On Demand network, with more than 3X the orders of any other Free On Demand network



The first interactive music video network that puts viewers in control. of the content



The #1 Video On Demand network, with more than 3X the orders of any other Free On Demand network



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Over 45 uninterrupted music channels allow you to target your messaging

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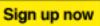
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Music Choice is the premier destination to connect with 12-34 year olds — on demand, on TV, online, in person, and on mobile phones. We offer a diverse set of advertising solutions that can be customized to meet your objectives.

Why Advertise on Music Choice?

Highly Engaged Viewers

 Consumers opt-in to watch Music Choice programming, which means they're more engaged with the content and more engaged with your advertising, leading to higher levels of recall and increased brand favorability.

ZERO Clutter Ad Environment

Only one commercial runs in each pre-roll adjacency, ensuring that

Video On Demand

Music Choice is the #1 free Video On Demand network with 1.2 billion orders annually, #1 in P12-34 audience concentration and #2 in P18-34. Music Choice On Demand is available in 45. million households covering 191 total markets across the U.S., including all top 50. Viewers can easily access todayOs hottest music videos and playlists, get the latest music. and entertainment news, and watch exclusive artist interviews in Music Choice Originals.

Speaking Of... host Amanda Diva connects viewers with what Os happening in the world of entertainment, sharing new artists, songs and videos, celebrity tweets and fashion trends.

316px x 206px 316px x 206px On Certified! two artists go head to head to determine who dominates their category. Celebrity guests and

panelists weigh in, but the fans vote to decide who's Certified!

Today's top artists determine who makes The Cut, choosing their top 5 videos around a particular theme, such as Top Collaborations, Best Break-Up Videos and One Hit Wonders.

Pivot brings fans closer to their favorite artists as they go behind-the-scenes with them, visiting their hometowns, shooting music videos or hitting the recording studio.

316px x 206px

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*Source: Rentrak On Demand Essential	, Jan-Dec 2010									
		who dominat	! two artists go head t es their category. Ce igh in, but the fans vo	lebrity guests an	d					
		choosing the	utists determine who ir top 5 videos around Collaborations, Best	d a particular the	me,					

Pivot brings fans closer to their favorite artists as they go behind-the-scenes with them, visiting their hometowns, shooting music videos or hitting the recording studio.

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One Hit Wonders.