



Bellator NYC: Sonnen vs. Silva (4K)

May 19, 2017

Dear Affiliate,

In Demand is pleased to announce that we will be distributing the first-ever live Ultra High Definition 4K PPV event for the cable industry, Bellator NYC: Sonnen vs. Silva (4K) on June 24, 2017. The event will take place at 10 pm ET and will be preceded by a 1-hour countdown block. The SRP for the 4K PPV will be \$59.99. The SD/HD SRPs will remain at the standard \$39.99 for SD and \$49.99 for HD.

A technical memo containing specific details on how iN DEMAND will offer the event, and how systems can receive the 4K feed will be distributed in the coming weeks.

Any operator interested in carrying this event in 4K must pre-register with iN DEMAND. Please reach out to your affiliate representative to do so.

We also suggest you contact your billing system at this time to make the necessary arrangements for the 4K event to be included in your June Billing File.

If you have any questions, please reach out to your affiliate representative or the iN DEMAND authorization hotline at 303-712-3300.

Sincerely,

John Schultz
VP, Broadcast Operations