

mezzo  
liveHD





## A UNIQUE CONCEPT OF CLASSIC AND JAZZ TV

### MEZZO Today

Mezzo is unique. No other French television channel is distributed to **39 countries** or can boast **16 million subscribers worldwide**.

Much stems from its unique format and dynamic **mix of operas, concerts, ballets, jazz**, and more. We invite music lovers from around the world, be they **casual listeners or aficionados**, to discover or rediscover the most beautiful works and the most masterful performers.

Mezzo follows closely cultural events worldwide and one of Mezzo's key features is its **live broadcast offering**, allowing viewers to experience existing current events in classical music jazz and transforming Mezzo into the **world's finest music venue**.

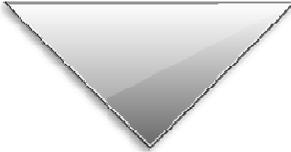
### MEZZO LIVE HD : 100% Full Native HD Concert Experience As If You Were There

MEZZO LIVE HD is a new channel that puts the best technology at the service of the best content.

- MEZZO LIVE HD ❖ builds on MEZZO's unique expertise gained since 1992
- ❖ is 100% full Native High Definition with live events
  - ❖ has a different programme schedule to that of sister channel MEZZO SD
  - ❖ broadcasts today's greatest talents : Roberto Alagna, Natalie Dessay, Rolando Villazon, Renaud Capuçon, Daniel Barenboim...

#### ➔ KEY FIGURES :

- ✓ 17 years of unique experience
- ✓ 16 million of households
- ✓ 39 countries worldwide



**Classical Music and Jazz from all  
around the world in High Definition –  
only on MEZZO LIVE HD!**



Rehearsals Palais Garnier, Paris



## COMMUNITY AND BRAND POSITIONING

### A Strong Brand Positioning

MEZZO LIVE HD benefits from MEZZO's **recognized brand** and a **very positive image**. Experts and music lovers can find the content they like.

MEZZO's subscribers **keep loyal**, they have a **strong commitment** to the brand (60%\* of people who know MEZZO watch it). 6 out 10 subscriber\* who has MEZZO watched it with **good audience ratings** : an average of 3h33mn\* per subscribers per week.

**98%\*** intend to continue watching the channel.

MEZZO represents an **opportunity for development** with a mix of diverse and top quality programs.



#### ➔ AVERAGE PROFILE :

- ✓ Male (61%)
- ✓ Upper class (42%)
- ✓ Over 35 years old (88%)

#### ➔ BEHAVIOR PROFILE\*:

- ✓ Satisfied subscribers (70%)
- ✓ Loyal Viewers (61%)
- ✓ Subs audience : 3h33mn / week

\* Survey TNS Sofres, April 2009



Boris Berëzovski



MEZZO & MEZZO LIVE HD - COMPLEMENTARY CHANNELS

**MEZZO and MEZZO LIVE HD  
Are 2 Independent Channels in Perfect  
Harmony**

Every month the subscribers to Mezzo and MEZZO LIVE HD will find **2 different programs schedules**, complementary prime times and live events in duplex:

- Every day a **new program on Prime Time** ( on a 14 days period)
- **Mezzo Prime Time is different from MEZZO LIVE HD Prime Time**
- **Live Events** broadcasted “live” on both channels
- **2 separate functions and 2 identities**

2 Independent Channels	mezzo	mezzo liveHD
24/24	✓	✓
FULL NATIVE HD		✓
16:9	✓	✓
SOUND SYSTEM	Stereo	Stereo
LIVE EVENTS	✓	✓
OPERA	✓	✓
BALLET	✓	✓
CLASSICAL CONCERT	✓	✓
JAZZ	✓	✓
SACRED MUSIC	✓	
MASTER CLASS	✓	
DOCUMENTARY	✓	
SHORT PROGRAMS	✓	

**Complementary  
Prime Times**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
mezzo	Concert	Opera	Concert	Jazz	Concert	Opera	Ballet
mezzo liveHD	Concert	Concert	Jazz	Opera	Concert	Ballet	Opera



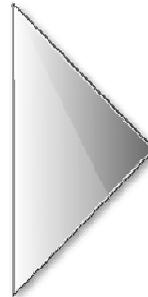


## MEZZO LIVE HD : THE BEST TECHNOLOGY...

### MEZZO LIVE HD - 100% Full Native High Definition Channel

The striking definition of the images is the result of the **recording of all the programs in HD** :

- ❖ **Best quality of images** fits perfectly **performing art channels**, it brings to the viewers the exquisite beauty of decors and costumes, the nuances of mise-en-scenes and choreographies
- ❖ Classical music lovers will even more appreciate watching their **favorite programs in HD and live** on MEZZO LIVE HD
- ❖ HD technology will win over **new wider public** for classical and jazz music attracted by the **quality of the images and the sound**



### MEZZO LIVE HD – the Best Choice for You to:

- ✓ Keep pace with **modern technology**
- ✓ Promote an **innovative image**
- ✓ **Extend your channels offer**
- ✓ **Be different** from the competitors
- ✓ **Secure the loyalty** of your subscribers
- ✓ Conquer **more subscribers**
- ✓ **Raise HD Boxes sales**
- ✓ Develop **additional revenue**
- ✓ **Secure the existing economic model**





## MOST PRESTIGIOUS MUSIC VENUES OF THE WORLD

Salzburg, Glyndebourne, Opéra de Paris, Teatro Real in Madrid, Scala in Milan, La Monnaie in Bruxelles, Philharmonie in Berlin, Concertgebouw in Amsterdam...the remarkable interpretations in incredible places.

## RECENT PRODUCTION AND CATALOGUES

MEZZO LIVE HD uses the **best and the most recent catalogues** (Opus arte, Unitel, Euroarts, Arthaus) that propose programs in native high definition. This guarantees **high quality productions only**.



## POPULAR ARTISTS IN THE SPOTLIGHT

Plácido Domingo, Philippe Jarroussky, Héléne Grimaud, Natalie Dessay, Patricia Petibon, Roberto Alagna, Diana Krall... All the **greatest talents of the past and of today** are on MEZZO LIVE HD.

## BEST CO-PRODUCTIONS

MEZZO is working side by side with the people who keep classical music and jazz alive every day in Europe and in the world. Thanks to these **partnerships**, Mezzo has a chance to co produce **many interesting events** – all filmed in **native HD** to keep MEZZO's promise of technology.

## BIGGEST MUSICAL EVENTS LIVE ON MEZZO LIVE HD

We know that living a live concert is an irreplaceable experience, so MEZZO LIVE HD will install cameras in **the most prestigious concert halls, opera houses and festivals of the planet**. The broadcasting of Live events will allow the TV viewers have the same unique experience as the public in the concert hall thanks to the **HD images**. MEZZO LIVE HD will give the opportunity to discover the most beautiful operas, concert and dance production in the most beautiful places across the world **in real time**.



Daniel Barenboim



## PROGRAMS SAMPLES

### OPERA

- ❖ **DON GIOVANNI, by MOZART**  
Opera in Rennes, France
- ❖ **DAS RHEINGOLD, by WAGNER**  
Scala di Milano, Italy **LIVE**
- ❖ **IL VIAGGIO A REIMS By ROSSINI**  
Scala di Milano, Italy
- ❖ **AIDA, by VERDI**  
Scala di Milano, Italy
- ❖ **COSI FAN TUTTE**  
Salzburg Festival, Austria

### BALLET

- ❖ **BALLET OF THE NATIONAL OPERA HOUSE IN PARIS** **LIVE**  
“Siddharta” (world premiere),  
choreography by Angelin Preljocaj
- ❖ **BALLET OF THE NATIONAL OPERA HOUSE IN PARIS**  
“ La Sylphide”, choreographey by  
Pierre Lacotte
- ❖ **BALLET OF ZURICH OPERA**  
“ Swan Lake”, choreography by  
Heinz Spoerli
- ❖ **BALLET OF ZURICH OPERA**  
“ Peer Gynt “, choreography by  
Heinz Spoerli

### CLASSICAL CONCERT

- ❖ **PHILHARMONIC ORCHESTRA OF BERLIN**, directed by Daniel Barenboim **LIVE**  
Wagner, Elgar, England
- ❖ **PHILHARMONIC ORCHESTRA OF BERLIN**, directed by Claudio Abbado  
Beethoven, Dvorak, Verdi
- ❖ **ROYAL CONCERTGEBOUW ORCHESTRA**, directed by Nikolaus Harnoncourt  
Smetana, Amsterdam

### JAZZ CONCERT

- ❖ **QUINCY JONES**  
The 75<sup>th</sup> Birthday Celebration  
Montreux Jazz Festival
- ❖ **MARCUS MILLER**  
Special Evening in Lyon, France
- ❖ **JOHN MAC LAUGHLIN** **LIVE**  
“4<sup>th</sup> Dimension”  
Festival Jazz sous les Pommier,  
France



### WEEK 1 : SCHEDULE FROM 05/04/10 TO 11/04/10

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
05H	Mozart's Cosi Fan Tutte Opera, Salzburg Festival '09	Honegger, R Strauss Concert, Concertgebouw	Strauss, Wagner Concert, Lucerne Festival	Dudamel Concert Concert, Lucerne Festival	Quincy Jones 75th Birthday Concert Concert, Montreux	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Beethoven, Mahler Concert, Lucerne Festival
06H		Beethoven, Mahler Concert, Concertgebouw '09		Dudamel Concert Concert, Lucerne Festival		Quincy Jones 75th Birthday Concert Concert, Montreux	
07H	P Lacotte's La Sylphide Danse, National Paris Opera	Strauss, Wagner Concert, Lucerne Festival	Quincy Jones 75th Birthday Concert Concert, Montreux	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Mozart's Die Entführung aus dem Serail	Russian Night Concert, Lucerne Festival	Mozart's Idomeneo, Ré di Creta Opera, Salzburg Festival
08H		Dudamel Concert Concert, Lucerne Festival				Beethoven, Mahler Concert, Lucerne Festival	
09H	Honegger, R Strauss Concert, Concertgebouw	Dudamel Concert Concert, Lucerne Festival	Mozart's Cosi Fan Tutte Opera, Salzburg Festival '09	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Strauss, Wagner Concert, Lucerne Festival	Siddharta Danse, National Paris Opera, 2010	Mozart's Die Entführung aus dem Serail Opera, Salzburg
10H							
11H	Beethoven, Mahler Concert, Concertgebouw '09	P Lacotte's La Sylphide Danse, National Paris Opera	Mozart's Cosi Fan Tutte Opera, Salzburg Festival '09	Strauss, Wagner Concert, Lucerne Festival	Quincy Jones 75th Birthday Concert Concert, Montreux	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Russian Night Concert, Lucerne Festival
12H	Wagner, Debussy Concert, Lucerne Festival						
13H	Beethoven, Bruckner Concert, Lucerne Festival	Mozart's Cosi Fan Tutte Opera, Salzburg Festival '09	Honegger, R Strauss Concert, Concertgebouw	Dudamel Concert Concert, Lucerne Festival	Quincy Jones 75th Birthday Concert Concert, Montreux	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Beethoven, Mahler Concert, Concertgebouw 2009
14H	P Lacotte's La Sylphide Danse, National Paris Opera						
15H	P Lacotte's La Sylphide Danse, National Paris Opera	Mozart's Cosi Fan Tutte Opera, Salzburg Festival '09	Strauss, Wagner Concert, Lucerne Festival	Quincy Jones 75th Birthday Concert Concert, Montreux	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Honegger, R Strauss Concert, Concertgebouw	Siddharta Danse, National Paris Opera, 2010
16H							
17H	Mozart's Cosi Fan Tutte Opera, Salzburg festival '09	Beethoven, Mahler Concert, Concertgebouw '09	Strauss, Wagner Concert, Lucerne Festival	Quincy Jones 75th Birthday Concert Concert, Montreux	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Beethoven, Mahler Concert, Concertgebouw 2009	Russian Night Concert, Lucerne Festival
18H							
19H	Mozart's Cosi Fan Tutte Opera, Salzburg festival '09	Beethoven, Mahler Concert, Concertgebouw '09	Dudamel Concert Concert, Lucerne Festival	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Siddharta Danse, National Paris Opera 2010	Beethoven, Mahler Concert, Concertgebouw 2009	Mozart's Idomeneo, Ré di Creta Opera, Salzburg
20H							
21H	Honegger, R Strauss Concert, Concertgebouw	Strauss, Wagner Concert, Lucerne Festival	Quincy Jones 75th Birthday Concert Concert, Montreux	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Siddharta Danse, National Paris Opera 2010	Beethoven, Mahler Concert, Lucerne Festival	Mozart's Idomeneo, Ré di Creta Opera, Salzburg
22H	Beethoven, Mahler Concert, Concertgebouw '09	Dudamel Concert Concert, Lucerne Festival	Honegger, R Strauss Concert, Concertgebouw	Beethoven, Mahler Concert, Concertgebouw '09			
23H	P Lacotte's La Sylphide Danse, National Paris Opera	Mozart's Cosi Fan Tutte Opera, Salzburg Festival '09	Beethoven, Mahler Concert, Concertgebouw '09	Strauss, Wagner Concert, Lucerne Festival	Quincy Jones 75th Birthday Concert Concert, Montreux	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Russian Night Concert, Lucerne Festival
00H							
01H	Mozart's Cosi Fan Tutte Opera, Salzburg Festival '09	Beethoven, Mahler Concert, Concertgebouw	Strauss, Wagner Concert, Lucerne Festival	Dudamel Concert Concert, Lucerne Festival	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Russian Night Concert, Lucerne Festival	Siddharta Danse, National Paris Opera, 2010
02H							
03H	Mozart's Cosi Fan Tutte Opera, Salzburg Festival '09	Beethoven, Mahler Concert, Concertgebouw	Strauss, Wagner Concert, Lucerne Festival	Dudamel Concert Concert, Lucerne Festival	Mozart's Die Entführung aus dem Serail Opera, Salzburg	Russian Night Concert, Lucerne Festival	Siddharta Danse, National Paris Opera, 2010
04H							

**LIVE**



### WEEK 2 : SCHEDULE FROM 12/04/10 TO 18/04/10

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
05H	Siddharta Danse, National Paris Opera, 2010	Mozart's Idomeneo, Ré di Creta Opera, Salzburg Festival	Janacek, Mahler Concert, Concertgebouw '09	Mahler, Prokofiev Concert, Lucerne Festival	Stanley & Marcus & Victor Concert, Jazz à Vienne	Mozart's Cosi Fan Tutte Opera, Salzburg Festival	P Lacotte's La Sylphide Danse, National Paris Opera
06H				Miller – « Tutu » Concert, Lyon Auditorium '09			
07H	Mozart's Idomeneo, Ré di Creta Opera, Salzburg Festival	Gala Concert Concert, Concertgebouw	Mahler Evening Mahler, Prokofiev Concert, Lucerne Festival '09	Stanley & Marcus & Victor Concert, Jazz à Vienne	Mozart's Cosi Fan Tutte Opera, Salzburg Festival		Mozart's Idomeneo, Ré di Creta Opera, Salzburg Festival
08H						Honegger, R Strauss Concert, Concertgebouw	
09H	Gala Concert Concert, Concertgebouw	Janacek, Mahler Concert, Concertgebouw '09	Miller – « Tutu » Concert, Lyon Auditorium '09		Honegger, R Strauss Concert, Concertgebouw	Beethoven, Mahler Concert, Concertgebouw	Honegger, R Strauss Concert, Concertgebouw
10H		Mahler Evening Mahler, Prokofiev Concert, Lucerne Festival		Mozart's Cosi Fan Tutte Opera, Salzburg festival		P Lacotte's La Sylphide Danse, National Paris Opera	
11H	Janacek, Mahler Concert, Concertgebouw '09	Mahler, Prokofiev Concert, Lucerne Festival	Stanley & Marcus & Victor Concert, Jazz à Vienne		Beethoven, Mahler Concert, Lucerne Festival		Beethoven, Mahler Concert, Concertgebouw
12H	Russian Night Concert, Lucerne Festival			Gala Concert Concert, Concertgebouw		Miller – « Tutu » Concert, Lyon Auditorium	
13H		Siddharta Danse, National Paris Opera, 2010	Mozart's Idomeneo, Ré di Creta Opera, Salzburg Festival		Mahler Evening Mahler, Prokofiev Concert, Lucerne Festival '09		Mozart's Don Giovanni Opera, Salzburg Festival
14H	Beethoven, Mahler Concert, Lucerne Festival			Janacek, Mahler Concert, Concertgebouw '09		Stanley & Marcus & Victor Concert, Jazz à Vienne	
15H			Gala Concert Concert, Concertgebouw	Mahler Evening Mahler, Prokofiev Concert, Lucerne Festival '09	Miller – « Tutu » Concert, Lyon Auditorium '09	Mozart's Cosi Fan Tutte Opera, Salzburg Festival	Smetana, Má vlast Concert, Concertgebouw 2010
16H	Siddharta Danse, National Paris Opera, 2010	Mozart's Idomeneo, Ré di Creta Opera, Salzburg Festival	Janacek, Mahler Concert, Concertgebouw '09			Smetana, Má vlast Concert, Concertgebouw 2010	Mozart, Debussy, Beethoven Concert, Concertgebouw
17H				Miller – « Tutu » Concert, Lyon Auditorium '09	Mozart's Cosi Fan Tutte Opera, Salzburg Festival		
18H		Gala Concert Concert, Concertgebouw	Mahler Evening Mahler, Prokofiev Concert, Lucerne Festival '09			Mozart, Debussy, Beethoven Concert, Concertgebouw '09	P Lacotte's La Sylphide Danse, National Paris Opera
19H	Mozart's Idomeneo, Ré di Creta Opera, Salzburg Festival	Janacek, Mahler Concert, Concertgebouw '09		Stanley & Marcus & Victor Concert, Jazz à Vienne	Smetana, Má vlast Concert, Concertgebouw 2010		
20H							
21H	Gala Concert Concert, Concertgebouw	Mahler Evening Mahler, Prokofiev Concert, Lucerne Festival '09	Miller – « Tutu » Concert, Lyon Auditorium '09	Mozart's Cosi Fan Tutte Opera, Salzburg Festival	Mozart, Debussy, Beethoven Concert, Concertgebouw '09	P Lacotte's La Sylphide Danse, National Paris Opera	Mozart's Don Giovanni Opera, Salzburg Festival
22H							
23H	Janacek, Mahler Beethoven, Mahler Concert, Concertgebouw '09		Stanley & Marcus & Victor Concert, Jazz à Vienne				
00H		Mozart's Idomeneo, Ré di Creta Opera, Salzburg Festival	Mozart's Cosi Fan Tutte Opera, Salzburg Festival	Mahler Evening Mahler, Prokofiev Concert, Lucerne Festival	Beethoven, Mahler Concert, Concertgebouw '09	Smetana, Má vlast Concert, Concertgebouw 2010	Mozart, Debussy, Beethoven Honegger, R Strauss Beethoven, Mahler Concert, Concertgebouw
01H					Miller – « Tutu » Concert, Lyon Auditorium '09		
02H	Siddharta Danse, National Paris Opera, 2010	Gala Concert Concert, Concertgebouw	Mahler Evening Mahler, Prokofiev Concert, Lucerne Festival '09				
03H						Mozart's Cosi Fan Tutte Opera, Salzburg Festival	P Lacotte's La Sylphide Danse, National Paris Opera
04H	Mozart's Idomeneo, Ré di Creta Opera, Salzburg Festival	Janacek, Mahler Concert, Concertgebouw '09		Miller – « Tutu » Concert, Lyon Auditorium '09	Stanley & Marcus & Victor Concert, Jazz à Vienne		

**LIVE**



## A THOUGHTFUL STRUCTURE



### Year 1

- ❖ **270H of new programs** in native HD per year
- ❖ **24/24** broadcasting channel
- ❖ **12h** of programs non stop **without any repetitions**
- ❖ **Live events** – at least 10 per year
- ❖ **20% of exclusive programs** first broadcast on MEZZO LIVE HD
- ❖ 1 different **prime time** per day at **9:00 pm** (Paris time) on a period of 14 days including per month :
  - 10 classic music concerts
  - 5 operas
  - 5 jazz music concerts
  - 2 ballets
- ❖ A weekly **JAZZ box** for the retransmission of major jazz events, makes MEZZO LIVE HD **the only HD channel to offer pure High Definition Jazz**





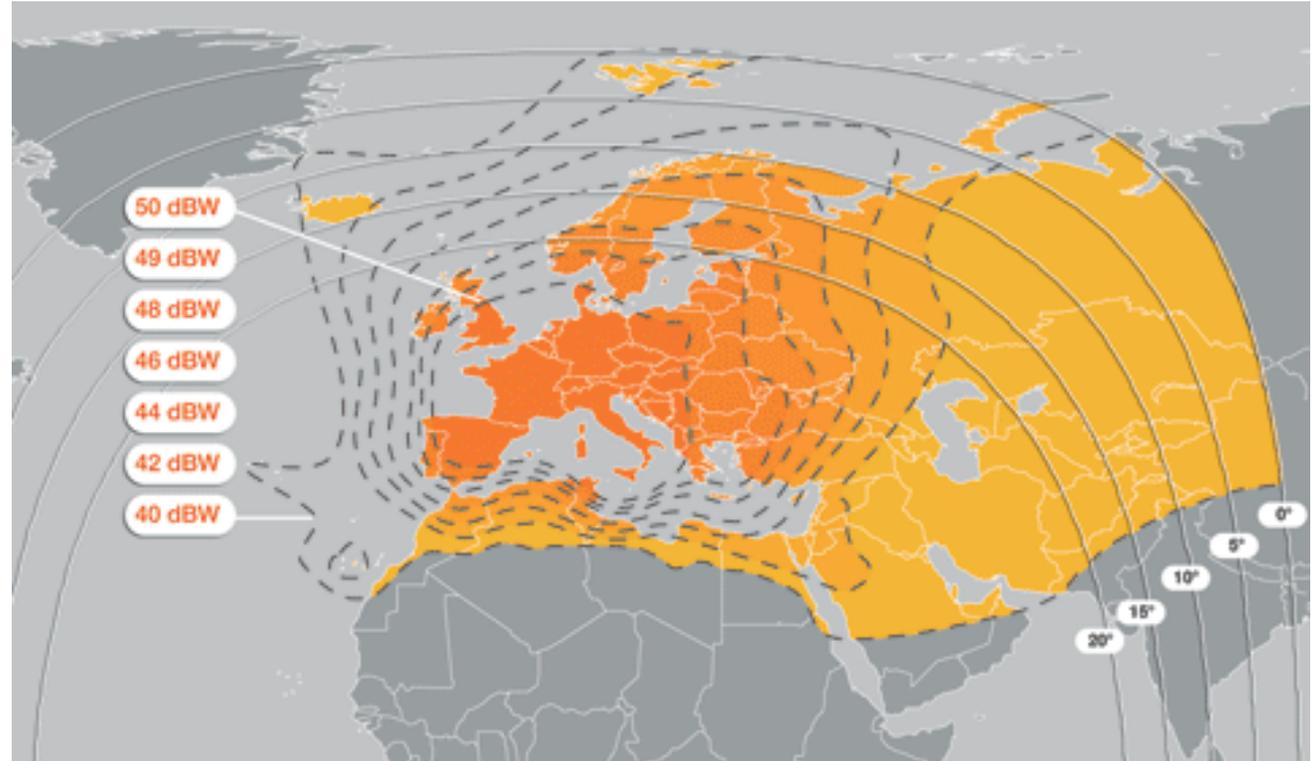
# TECHNICAL PARAMETERS

## MEZZO LIVE HD AVAILABLE ON EUROIRD™ 9A

Mezzo Live HD, is to launch **on April 1st 2010** on **Eutelsat's EUROIRD™ 9A Satellite, at 9 degrees East.**

9 degrees East is a growing **hotspot for DTH broadcasting.** The EUROIRD™ 9A satellite currently broadcasts over 250 TV channels, with nearly 30 in high definition, across **Europe, North Africa and the Middle East.**

Adjacent to Eutelsat's premium HOT BIRD™ position, **reception of channels from both the 13 and 9 degrees East locations is possible** with off-the-shelf dual-feed domestic dishes.



### TECHNICAL DETAILS:

- ✓ Satellite - **EuroBird™ 9A**
- ✓ Orbital Position - **9° East**
- ✓ Repeater - **58**
- ✓ Center frequency of the repeater :  
**Uplink (MHz) 17 480.920, Downlink (MHz) 11 880.920**
- ✓ **Transponder bandwidth (MHz) 33.0**
- ✓ Encryption – **VIACCESS (TBC)**





## PARTNERSHIPS

### The Channel partners the Most Prestigious Festivals

One of MEZZO's main engagements is developing its **musicals partnerships across the world** to enrich its offer with **70 festivals** across **15 countries**.

MEZZO is the unique regular TV partner of the greatest musical institutions and festivals. **Every year MEZZO partners with over one hundred major events in France and Europe**

In its' development, MEZZO LIVE HD will take full advantage of its' expertise.

#### **Prestigious Festivals Partners in France (examples) :**

Salle Pleyel Paris, Opéra Comique Paris, National Opera of Paris, National Opera of Lyon, Opera of Marseille, Château of Versailles, Festival of Montpellier, Festival of Saint-Denis, Festival of Bordeaux, Festival of Colmar, International piano Festival of la Roque d'Anthéron, Festival of Aix en Provence, Chorégies d'Orange, Festival of la Chaise Dieu...

#### **Prestigious International Festivals Partners (examples) :**

Concertgebouw Amsterdam, Munich Opéra, Cultural Center in Belem in Lisbon-Portugal, French Season in Russia, Festival of Warsaw-Poland, Hellenic Festival in Athens-Greece, Musical Granada Festival-Spain, Easter Festival of Cracovia-Poland, Opera Festival in Hungary, Enescu Festival in Bucarest-Romania, Festival of Villa Medici in Roma-Italia, Contest Arthur Rubinstein in Tel-Aviv-Israel...

**These prestigious partnerships give MEZZO LIVE HD the perfect opportunity to organize Public Relations operations for pay TV operators and their subscribers all year long**



#### **PARTNERSHIPS :**

- ✓ **70 festivals**
- ✓ **15 countries**
- ✓ **100 majors events**

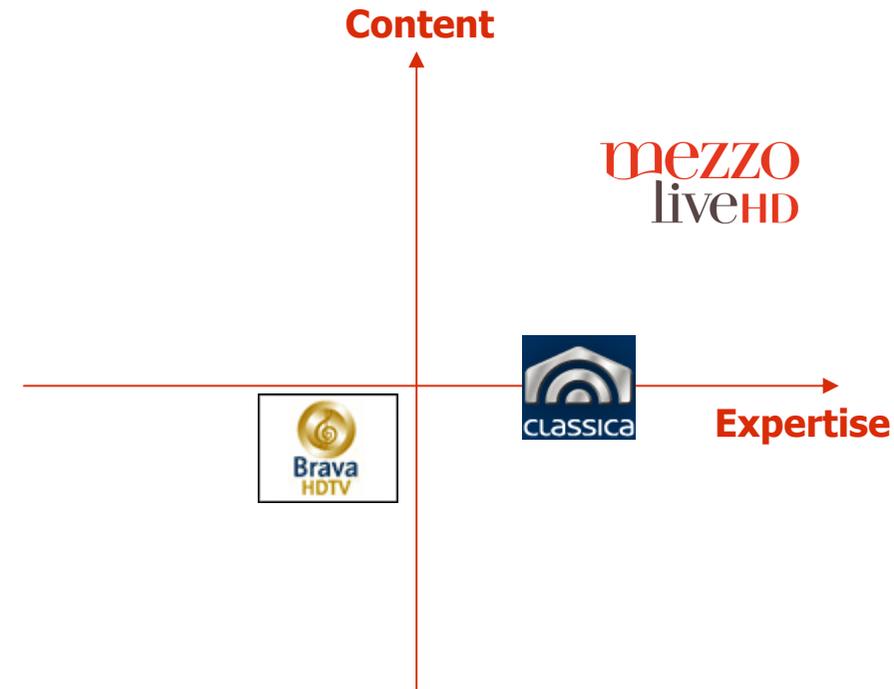


P. Domingo  
Tamerlano



# A STRONG POSITIONING ON THE MARKET

			
<b>CONTENT</b>	270h	less	less
<b>LIVE TRANSMISSION</b>	✓		
<b>FULL NATIVE HD</b>	✓	✓	n/a
<b>SOUND SYSTEM</b>	Stereo	Dolby Surround	n/a
<b>EXPERTISE/FAME</b>	17 years	n/a	12 years
<b>LIVE EVENTS</b>	✓		
<b>OPERA</b>	✓	✓	✓
<b>BALLET</b>	✓	✓	✓
<b>CONCERT</b>	✓	✓	✓
<b>JAZZ</b>	✓		✓
<b>SUBTITLES / DUBBING</b>	French, English, Russian, Polish, Korean *	French, English Dutch, Spanish	German, Japanese
<b>BROADCASTING</b>	Worldwide	Europe	Europe / Asia



A benchmark of classical music channels shows the compelling leadership of MEZZO LIVE HD on the market as a premium brand in Classical and Jazz music

\* At the launch date: French subtitles, French and English voice-over, French and English graphics. Other options on demand.

# mezzo liveHD

**LAUNCHED ON  
1<sup>st</sup> APRIL 2010**

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