



*daring!*TV

Channel Presentation





Key Facts

- Daring!TV replaces XXX Xtreme on Sept 6th 2010
- All customers receiving XXX Xtreme will receive Daring TV
- 2 satellite feeds: Hotbird (6h and 24h) and Thor 5 (24h)
- Daring! is Beate Uhse's premium adult movie brand distributed widely across Europe on DVD
- Daring!TV will be a top quality adult channel incorporating a great mix of compelling adult content inc Daring! Movies
- Dutch Broadcast Licence



Daring!TV Schedule

- Varied schedule built around the award winning Daring! Movies
- Premieres Fridays and Saturdays at 23.00 CET
- Top quality short form content spread across the night to give variety and diversity
- Popular genres and themes featured throughout the month
- Regular on-air promotions and announcing upcoming programmes
- New monthly productions reinforce schedule and encourage viewer interactivity
- Programme mix caters for all viewing tastes



daring!TV

Daring Movies



See more at www.daringsex.com

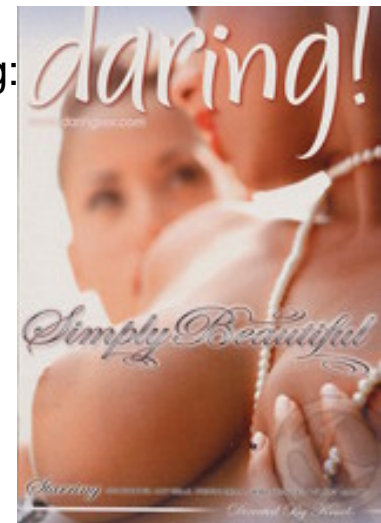


September 2010

Daring! TV launches on Monday 6th September with the Kendo classic "Simply Beautiful" Renowned producer Kendo specialises in high gloss productions with particular attention paid to visual style and a stunning cast; this time he produces the film "Simply Beautiful" with a beauty that goes deep, very deep under the skin. The film consists of five sex scenes exquisitely shot outdoors and edited in the unique Kendo style. As in all Kendo films the music encompasses an image, perfect itself, giving the viewer the perfection in person.

Daring! TV will also be showing other brand new movies in Sept including:

- La Femme Lovers
- Into The Dark
- Dirty Sex in the City
- Beautiful MILF
- Heels & Whores





	Friday	Saturday	Sunday
23.00	Movie Premiere: No Hidden Truth starring Angelica Black A Daring! Production	Movie Premiere: La Femme Lovers directed by Kendo A Daring Production	Series: Erotic Visions 1
00.00			Series: XXX Fantasy
00.40	Adult Star Exposed: Lolly Badcock	Adult Star Exposed: Claudia Rossi	Adult Star Exposed: Sandra Shine
00.45	Film: Erotik starring Kaylani Lei A Wicked Production	Film: Seduction starring Jessica Drake A Wicked Production	Film: Summer Camp Secrets A Viv Thomas Production
02.30	Girl Next Door: Barbara	Girl Next Door: Lucy	Girl Next Door: Kattie
02.35	Top Tens: Europe's MILFs	Top Tens: Dildo Divas	Top Tens: Bathing Beauties



Marketing Support

- Localised leaflets
- CSR support and incentive programmes
- Choice of soft promos for barker channels
- Regular marketing support material
- Images and Metadata



Upcoming Satellite Change

The satellite change **from Astra1M to Thor 5 will be effective as of 31 August 2010** and has been communicated to all the XXX Xtreme customers by registered mail. Until then, XXX Xtreme will be available on both Astra1M and Thor 5.

Every operator has to **changed their dish** to the NEW satellite position (**Thor 5**) but **keep the SAME smartcard**. It is important that the smartcard numbers are communicated to smartcards@totalmedia.lu to make sure that we know which smartcards belong to which operators and to avoid disconnections. Those operators that have not changed their dish by this deadline (31 August) will not be able to receive the signal. The smartcards for Thor 5 can **ONLY** be authorised for a 24h version.

A second satellite feed is available: Those operators that prefer to change their dish to Hotbird 13 degrees will need a NEW smartcard. Send us an e-mail to smartcards@totalmedia.lu and inform us about your smartcard request. On Hotbird, smartcards can be authorised for a 6h (2300 to 0500 CET) AND during 24h services. Hotbird may be a more convenient signal for many operators.

Smartcards give access to our encrypted channels! Therefore please note that ALL smartcards that are handed out need to be registered and the smartcard numbers have to be confirmed to smartcards@totalmedia.lu.

Smartcard acknowledgement forms have to be signed by EVERY operator!



Satellite Details : Thor 5

- **Orbital position:** 0.8 Degrees West
- **Beam:** Pan European (T2)
- **Transponder:** BSS 29
- **Frequency:** 12,264.52 MHz
- **Polarisation:** Vertical
- **Modulation Type:** DVB-S QPSK
- **Symbolrate:** 28 MS/s
- **FEC:** 7/8
- **Network ID:** 1536
- **UPS TS ID:** 9

- **CA – System:** CRYPTOWORKS

- **Technical Parameters:**
- **Service ID:** 30909
- **PMT:** 500



Satellite Details : Hotbird

6h feed (2300 – 0500 CET)

Satellite: EUTELSAT/HOTBIRD
Orbital position: 13 Degrees East
Transponder: 115
Reception Frequency: 10,815 MHz
Polarisation: Horizontal
Symbol Rate: 27500 Msyb
FEC: 5/6
Program No: 140
VPID: 1140
APID: 2140
Encryption: VIACCESS
Service ID: XXX Xtreme

24h feed

Satellite: EUTELSAT/HOTBIRD
Orbital position: 13 Degrees East
Transponder: 115
Reception Frequency: 10,815 MHz
Polarisation: Horizontal
Symbol Rate: 27500 Msyb
FEC: 5/6
Program No: 141
VPID: 1140
APID: 2140
Encryption: VIACCESS
Service ID: XXX Xtreme 2



Questions and Answers:

Q: When will Daring!TV launch?

A: 6th September 2010

Q: What channel will Daring!TV replace?

A: Daring!TV will replace Sapphire Media's channel XXX Xtreme

Q: Why Daring!TV?

A: The Daring!TV channel will:

- contain a much greater variety of programmes
- have more European content
- be of a higher quality
- have its own productions
- Be Wild, Hot and Sexy!

Q: But is Daring!TV a hardcore channel?

A: Absolutely! All the programmes on the channel will be XXX rated.



Questions and Answers:

Q: I've never heard of Daring! Tell me more?

A: Daring! is the movie studio from the Daring Media Group, part of Beate Uhse, Europe's biggest adult brand. They produce fantastic films (see more at www.daringsex.com). Daring!TV will show these films plus many more from other top producers.

Q: I liked some of the programmes from XXX Xtreme....can I still see them?

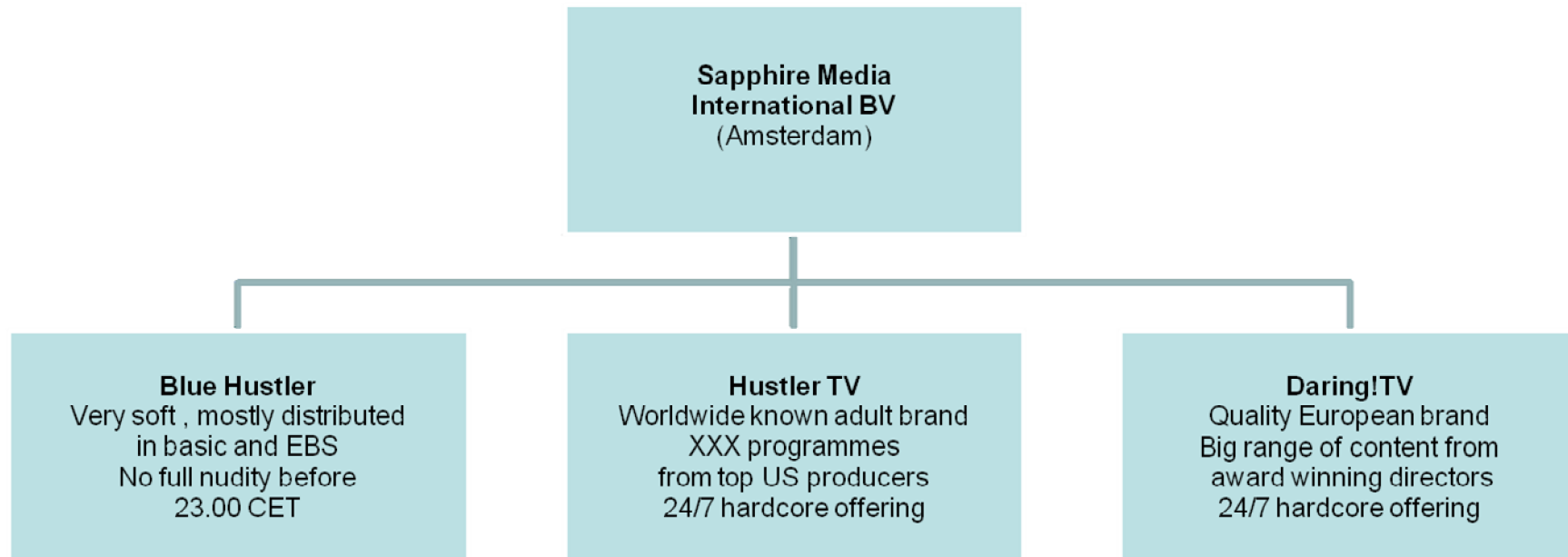
A: Of course. Daring!TV will continue to show the very best programmes that were shown on XXX Xtreme, like the Wicked movies, but will also have content never seen on TV broadcast, like Daring! and Viv Thomas.

Q: Where can I find out what is on Daring!TV?

A: Starting 6 September, go to www.daringtv.com where we will maintain the latest schedules.

Q: Will the broadcast hours for Daring!TV be the same as XXX Xtreme?

A: Yes!





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