

## EPG sales EPG data

EPG sales' EPG data can be used to build a complete TV guide of more than 250 channels.

A purchase of EPG data from EPG sales includes:

- ✓ Airtime: start + finish;
- ✓ Program title;
- ✓ Program b-line;
- ✓ Program information;
- ✓ Program genre, and
- ✓ URL for program picture.

## Use of EPG data

The information purchased from EPG sales may only be used on the agreed media.

The information may not be resold or distributed to any third party. The information is owned by EPG sales and the specified TV station; therefore, the customer only has the right to present the information on the agreed media.

## Delivery of EPG data

The data can be delivered by EPG sales in XML, XMLTV, HTML, or in a specifically designed XML format in accordance with the customer's requirements.

The customer must retrieve the data and store it in a local server. EPG sales can offer to host the TV guide contents for a fee upon the customer's request (see the price list on page 2).

EPG sales makes certain reservations related to delivery of content. EPG sales' data are updated several times daily to ensure that the customer will have the

latest data. Furthermore, certain reservations are made for the failure of EPG sales' systems (system failures will of course be resolved as quickly as possible).

## Prices

Price per channel: .....	39€ / month.
Price per country (incl. all channels): .....	349€ / month.
Start-up per country: .....	699€.
Price for access to all countries (all channels hosted by EPG sales): .....	699€ / month.
Price for start-up with all countries: .....	999€.
Hosting of data: .....	29€ / month.

All prices are exclusive of VAT.

## References

Our current customers include, among others, Smile Content (broadband TV provider) and Nyhedsavisen (nationwide free newspaper).

## For further information, please contact:

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EPG sales is owned by the Danish company, XION. During the last 5 years, the company has accumulated vast experiences in the operation of large and small on-line projects.

## About XION

XION is owned by Morten Trolle and currently (January 2008) employs 2 freelance programmers, 1 freelance relations manager, 1 freelance web editor, and 1 freelance graphic designer. It has a close co-operation with its host, "Gigahost"; thus, servers are always operational and stable service is delivered to all customers.

