

## iN DEMAND INTRODUCES NEW CATEGORIES FOR VIRTUAL-ON-DEMAND MUSIC SUITE

### New Genres Dedicated to Movie Soundtracks, Country Music

NEW YORK, June 3, 2003 – iN DEMAND will add two new categories to its free music-on-demand application, featuring hit movie soundtracks and country music. The new categories will feature long-form video music content that is a unique addition to the standard music videos that are found on most linear television channels.

The on-demand music suite has become extremely popular with customers and adding new categories is expected to further drive that popularity. In addition to the new categories being announced today, the on-demand music suite features a variety of genres consisting of R&B, rap, pop, dance, and featured videos.

The hit-movie soundtracks will be supplied by The Soundtrack Channel, a recently launched music cable channel which broadcasts in over 32 countries, featuring a variety of movie music videos, entertainment news and other movie-focused programming.

The movie music videos will include recent releases such as Chicago, Daredevil, Gangs of New York, and Matrix: Reloaded, classic movies such as: Pulp Fiction, Titanic, and Gladiator. STC also has teamed up with select movie studios to create original movie music videos such as: A Beautiful Mind, Cider House Rules, and Out of Africa.

iN DEMAND is also licensing a broad selection of high quality country music videos that will include music selections from Alabama, Garth Brooks, Clint Black, Johnny Cash, Kasey Chambers Dixie Chicks, SheDaisy, Tim McGraw, Willie Nelson, Reba McEntire, LeAnn Rimes and Merle Haggard.

FOD allows cable to showcase the on-demand experience and enhance the overall value of digital cable. It is also a meaningful way to acquire and retain digital customers, to differentiate from satellite, to allow a risk-free way to navigate the on-demand menus, to experience the power and control of on-demand programming and to motivate customers to order fee-based content such as movies on demand.

“Customers are always more apt to try something new, such as VOD, once they’ve become familiar with the process and understand the benefits,” said Rob Jacobson, chief operating officer, iN DEMAND. “We’re excited to be working with programmers like The Soundtrack Channel and adding their outstanding content to the lineup of FOD that we are delivering on behalf of our affiliates.”

“The content we are providing is highly differentiated from the traditional three-minute music videos that are featured on most traditional music outlets,” said David Asch, Vice President, Strategic Planning & Product Management. “Our objective is to expand both the quantity and quality of selections in order to provide our customers with a far more robust offering than is available elsewhere.”

“We are very excited to be working with iN Demand and to be part of their On Demand music offering, “ said Bill Lee, CEO of STC. “Movie Music is a very important category in music – working with iN Demand gives us an incredible platform to offer subscribers in the US the opportunity to preview STC as we begin to rollout the channel here in the US.”

In contrast to traditional broadcast or cable channels, a “virtual channel” exists in digital cable’s on-demand space and contains content that is tied to a particular theme or genre, such as children’s programming or short films. The content offering can be packaged and customized to suit each cable system’s VOD user interface. For customers, the content can be ordered instantly, and can be paused, fast-forwarded, stopped or replayed with a remote control.

iN DEMAND is now delivering four virtual channels featuring “extras” from major motion pictures, music videos, children’s programming, as well as short films and cutting-edge series. The content can be offered on a free basis to supplement an operator’s on-demand offering.

“These virtual channels provide a great hook for our affiliates to entice customers to try video on demand,” said Asch. “The on-demand user base also provides promising promotional opportunities which is a plus for our content suppliers.”

iN DEMAND is delivering content to over six million active VOD subscribers, a number that is expected to reach over 8 million by year-end, on a base of over 20 million digital subscribers.

VOD allows digital cable customers to order movies instantly, whenever they want, pause to take a break, rewind to see a scene they missed or want to catch again and fast forward to favorite parts. Customers can choose from hundreds of iN DEMAND movies, available for the first time on television, including new releases and library titles every month all at the touch of their digital cable remotes.

Soundtrack Channel, LLC (“STC”) is the first and only cable and satellite channel to exclusively feature music videos from movie and television soundtracks, including original movie music videos that are specially produced for the channel. The channel also features entertainment news, behind-the-scenes of the movie-making process and celebrity interviews. Further information about the company can be found at [www.soundtrackchannel.com](http://www.soundtrackchannel.com)

iN DEMAND, the nation's leading PPV and VOD provider, delivers television premieres of the best movies, championship boxing, mega-event wrestling, professional and college sports plus original entertainment. iN DEMAND's 60-channel digital lineup also offers MLB Extra Innings, NBA League Pass, NHL Center Ice, ESPN Full Court and NASCAR In Car on iN DEMAND. The company's shareholders are Comcast iN DEMAND Holdings, Inc., Cox Communications Holdings, Inc. and Time Warner Entertainment – Advance/Newhouse Partnership. Further information about the company can be found on the Internet at [www.indemand.com](http://www.indemand.com).

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