

# The Hotel Networks VOD Programming



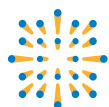
THE HOTEL NETWORKS

**26%** of travelers would like the ability to watch a free sneak preview of a television program on demand.

*Guest Advisory Board, LodgeNet Market Research, September 2008*

**66.9%** of travelers were interested or very interested in a local information TV channel.

*March 2008 Zoomerang survey of 1,102 travelers*



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To learn more, contact:  
Devin Duncan  
605-988-1476  
dduncan@thehotelnetworks.com  
www.thehotelnetworks.com

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As a wholly owned subsidiary of LodgeNet, The Hotel Networks offers video on demand (VOD) programming to allow hotels to receive best-of-class content in popular guest-requested genres such as Green Living, Concerts and Local Interest. THN content is available at no charge to the hotel and delivered free to guests through their channel lineup and/or the interactive menu. In addition, these channels have functionality that allows the guest to view deeper “telescoping” content using the remote control.

## BENEFITS

- Free content that guests love. THN VOD linear channels have greater guest appeal than many major networks, including Travel Channel, Lifetime and ESPN Classic.
- Free content that would otherwise cost hoteliers upwards of \$.22 per room, per month.

## KEY FEATURES

- Cost-effective solution: VOD entertainment is available free to the hotel and free to the guest.
- Valuable guest content: Hotel guests place a high value on free entertainment, especially content that contains helpful information they can take with them as they travel.
- Evolving content: Content will remain fresh as it changes along with guest needs.
- Strategic brand affiliation: Hotels may be able to receive content not otherwise available to other brands.

## PLATFORMS SUPPORTED

- LodgeNet VOD Basic
- LodgeNet HD-Ready
- LodgeNet HD Advanced
- LodgeNet IPTV Advanced
- LodgeNet IPTV Custom

Available as part of LodgeNet's EasyHD™ Solution.