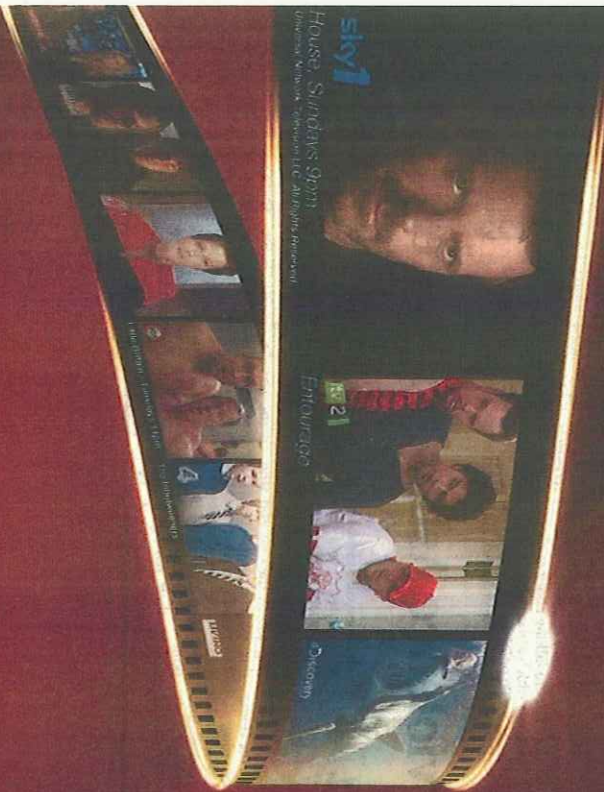


### **APPENDIX 3: SAMPLE VIRGIN MEDIA MARKETING MATERIAL**

Virgin TV. A brilliant line up.



slc/1    slc/2    slc/3

Rev 2

SKY SPORTS NEWS

**EUROSPORT**

Discovery



**Cash**

LIVING

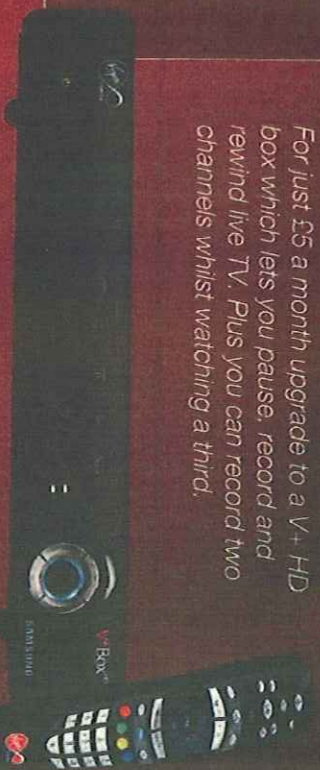


156 Player

SKY SPORTS

sky movies

For just £5 a month upgrade to a V+ HD box which lets you pause, record and rewind live TV. Plus you can record two channels whilst watching a third.



*The shows must go on:*



0800 052 1947, [virginmedia.com/tv](http://virginmedia.com/tv) or Virgin Media stores.



POWERFUL STUFF

[illegible]



# Report - Media Schedule

Report Run Date: 02 September 2009

Creative Reference: PR4617037

For queries regarding this or any other part of the system, please call us on 0207 650 9700

Date	Publication	Section	Page	Space	Spend (Discounted)	Spend (Ratecard)
04 August 2009	Daily Record Scottish Edition	Main	p16 / 52	17 across 7	£3,900.00	£6,664.00
05 August 2009	Daily Telegraph	Main	p3 / 32	28 across 8	£22,263.00	£43,500.00
06 August 2009	Express	Main	p8 / 80	18 across 7	£8,285.00	£16,254.00
07 August 2009	Guardian	Main	p11 / 40	24 across 10	£5,818.00	£11,368.00
07 August 2009	Independent	News (Tabloid)	p13 / 56	17 across 7	£3,898.00	£7,616.00
07 August 2009	Times	Main	p14 / 76	17 across 7	£7,491.00	£14,637.00
09 August 2009	Daily Star Sunday	Main	p12 / 72	17 across 7	£8,078.00	£13,804.00
09 August 2009	Observer	Main	p5 / 38	25 across 10	£7,111.00	£13,895.00
09 August 2009	Sunday Mirror	Main	p18 / 60	17 across 7	£11,351.00	£19,397.00
09 August 2009	Sunday Mirror Belfast Edition	Main	p18 / 60	18 across 7	£959.00	£1,638.00
15 August 2009	Daily Star	Main	p18 / 52	18 across 7	£6,267.00	£10,710.00
16 August 2009	Daily Star Sunday	Main	p18 / 72	17 across 7	£8,078.00	£13,804.00
19 August 2009	Daily Record Scottish Edition	Main	p17 / 56	18 across 7	£4,129.00	£7,056.00
20 August 2009	Evening Standard	Main	p16 / 64	19 across 7	£9,634.00	£18,900.00
20 August 2009	Mirror	Main	p18 / 76	17 across 7	£10,794.00	£18,445.00
22 August 2009	Daily Telegraph	Main	p5 / 34	27 across 8	£22,263.00	£43,500.00
22 August 2009	Express	Main	p10 / 88	18 across 7	£8,285.00	£16,254.00
22 August 2009	Sun	Main	p23 / 72	17 across 7	£14,902.00	£25,466.00
23 August 2009	Daily Star Sunday	Main	p16 / 72	17 across 7	£8,078.00	£13,804.00
23 August 2009	Independent on Sunday	News	p18 / 100	17 across 7	£3,898.00	£7,616.00
23 August 2009	Observer	Main	p6 / 36	24 across 10	£7,111.00	£13,895.00
23 August 2009	People	Main	p15 / 60	17 across 7	£8,631.00	£14,750.00
23 August 2009	Sunday Telegraph	Main	p4 / 28	27 across 8	£15,610.00	£30,500.00
23 August 2009	Sunday Times	News	p6 / 24	27 across 8	£24,321.00	£47,520.00
25 August 2009	theiondonpaper	Main	p7 / 36	17 across 7	£4,246.00	£8,330.00
27 August 2009	Evening Standard	Main	p8 / 56	18 across 7	£9,634.00	£18,900.00
27 August 2009	Independent	News (Tabloid)	p12 / 56	16 across 7	£3,669.00	£7,168.00
28 August 2009	Daily Telegraph	Main	p5 / 34	27 across 8	£22,263.00	£43,500.00
28 August 2009	Times	Main	p13 / 96	17 across 7	£7,491.00	£14,637.00
29 August 2009	Sun	Main	p30 / 88	17 across 7	£14,902.00	£25,466.00
30 August 2009	News of the World	Main	p10 / 92	17 across 7	£18,732.00	£32,011.00
30 August 2009	Observer	Main	p7 / 38	24 across 10	£7,111.00	£13,895.00



# Sports TV to make you dribble.

Virgin TV with Sky Sports just £29.50 a month when you switch to a Virgin phone line for £11 a month.

Enjoy the action live on all your favourite sports channels.

**SKY SPORTS 1**

**SKY SPORTS 3**

**SKY SPORTS NEWS**

**SKY SPORTS 2**

**SKY SPORTS Xtra**

**EUROSPORT**

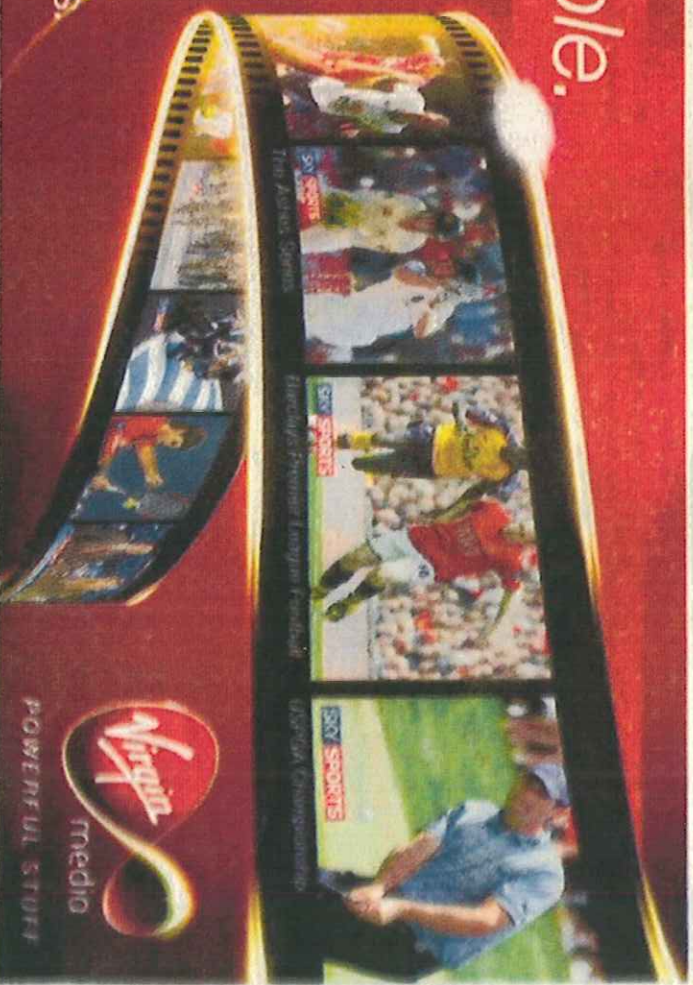
- Plus, keep the whole family happy with 64 top digital channels, including Sky1, Discovery and LIVING.
- So you don't miss any of the action add V+ HD, for just £5 a month, with 60 hours of recording space.
- You don't have to rely on a sunny day to get a perfect picture, as there is no dish or aerial.

0800 052 0584, virginmedia.com/tv or Virgin Media stores.

*Plus, after activation, you'll pay by Direct Debit and use e-billing. Other options are shown below.*

If you prefer not to pay by Direct Debit and/or want to receive a paper bill, the monthly prices with your Virgin phone line are: Phone line and non-DD payment handling: £16; Phone line and paper bill: £12.25; Phone line, non-DD payment handling and paper bill: £17.25. Prices include a £5 payment handling charge payable to Virgin Media Payments Ltd and a paper bill charge of £1.25.

SERVICES AVAILABLE IN VIRGIN MEDIA CABLED STREETS ONLY. Subject to network capacity, minimum 12 month term contract. Installation charges apply (starting from £30). If you cancel during the minimum contract period you will incur an early disconnection fee. Available to new and existing customers taking an additional cable service (subject to status and credit checks). Bundle 64 TV channels, with Sky Sports Collection plus landing call package for £29.50 when you take a Virgin phone line for £11 a month. Cannot be used in conjunction with any other offer. You must all a minimum 12 month term contract. If you change any part of this package, standard prices apply. TV: Catch up TV content available for 7 days after broadcast. Premium channels and package upgrades must be kept for at least 30 days. Premium TV services are provided by Virgin Media Entertainment, the trading name of Future Entertainment S.A. (which is a subsidiary of Virgin Media Inc. TV packs currently exclude some terrestrial services. V+ V+HD subscription is included with TV size XL or £5 a month with TV size M+ and L. Installation fee is usually £150 for new V+ customers. HD TV set required. General. All prices include VAT. Payment may be required in advance. Information correct at 07/09. Calls may be monitored. Further Legal Stuff applies. Go to virginmedia.com for details.





# Report - Media Schedule

Report Run Date: 02 September 2009

Creative Reference: PR4619765

For queries regarding this or any other part of the system, please call us on 0207 650 9700

Date	Publication	Section	Page	Space	Spend (Discounted)	Spend (Ratecard)
07 August 2009	Evening Standard	London Football 09/10	p6 / 8	10 across 7	£3,919.00	£10,500.00
08 August 2009	Guardian	Sport	p1 / 16	8 across 10	£2,815.00	£5,500.00
08 August 2009	Independent	Sport	p14 / 24	10 across 7	£2,293.00	£4,480.00
08 August 2009	Times	Sport	p14 / 24	10 across 7	£3,130.00	£8,610.00
09 August 2009	Sunday Telegraph	Sport	p2 / 14	10 across 8	£3,972.00	£7,760.00
09 August 2009	Sunday Times	Sport	p7 / 24	10 across 8	£8,312.00	£16,240.00
14 August 2009	Daily Star	Main	p60 / 64	10 across 7	£3,482.00	£5,950.00
15 August 2009	Daily Telegraph	Sport	p7 / 24	10 across 6	£6,571.00	£12,840.00
15 August 2009	Express	Main	p79 / 88	10 across 7	£4,603.00	£9,030.00
15 August 2009	Guardian	Sport	p1 / 16	8 across 10	£2,815.00	£5,500.00
15 August 2009	Independent	Premier League 2009-10	p3 / 12	10 across 7	£1,629.00	£4,480.00
15 August 2009	Mirror	Main	p67 / 76	10 across 7	£6,349.00	£10,850.00
15 August 2009	Sun	Main	p65 / 76	10 across 7	£8,766.00	£14,980.00
15 August 2009	Times	Sport	p4 / 24	10 across 7	£3,130.00	£8,610.00
16 August 2009	News of the World	Main	p77 / 84	10 across 7	£10,077.00	£17,220.00
16 August 2009	Observer	Sport	p4 / 20	8 across 10	£2,502.00	£4,889.00
16 August 2009	Sunday Express	Main	p108 / 112	10 across 7	£5,923.00	£11,620.00
16 August 2009	Sunday Mirror	Main	p56 / 64	10 across 7	£6,144.00	£10,500.00
16 August 2009	Sunday Telegraph	Sport	p7 / 14	10 across 8	£3,972.00	£7,760.00
16 August 2009	Sunday Times	Sport	p4 / 20	10 across 8	£8,312.00	£16,240.00
17 August 2009	Daily Record Scottish Edition	Main	p42 / 48	11 across 7	£2,523.00	£4,312.00
17 August 2009	Daily Star	Main	p44 / 48	10 across 7	£3,482.00	£5,950.00
17 August 2009	Evening Standard	Main	p49 / 52	10 across 7	£4,817.00	£9,450.00
17 August 2009	Express	Main	p59 / 64	10 across 7	£4,603.00	£9,030.00
17 August 2009	London Lite	Main	p30 / 32	10 across 7	£1,249.00	£2,450.00
17 August 2009	Metro-London	Main	p42 / 44	10 across 7	£8,470.00	£8,470.00
17 August 2009	Mirror	Main	p53 / 56	10 across 7	£5,817.00	£9,940.00
17 August 2009	Sun	Main	p51 / 56	10 across 7	£8,766.00	£14,980.00
17 August 2009	theLondonpaper	Main	p33 / 36	10 across 7	£2,498.00	£4,900.00
21 August 2009	Metro-London	Main	p48 / 52	10 across 7	£8,470.00	£8,470.00
21 August 2009	Sun	Main	p62 / 68	10 across 7	£8,766.00	£14,980.00
22 August 2009	Mirror	Main	p67 / 76	10 across 7	£5,817.00	£9,940.00
22 August 2009	Times	Sport	p3 / 24	10 across 7	£3,130.00	£8,610.00
23 August 2009	Sunday Mirror	Main	p55 / 64	10 across 7	£6,144.00	£10,500.00
24 August 2009	Daily Telegraph	Sport	p14 / 28	10 across 6	£6,571.00	£12,840.00
24 August 2009	Evening Standard	Main	p53 / 56	10 across 7	£4,817.00	£9,450.00
24 August 2009	Express	Main	p59 / 64	10 across 7	£4,603.00	£9,030.00
24 August 2009	Guardian	Sport	p1 / 18	8 across 10	£2,815.00	£5,500.00
24 August 2009	London Lite	Main	p35 / 36	10 across 7	£1,249.00	£2,450.00
24 August 2009	theLondonpaper	Main	p33 / 36	10 across 7	£2,498.00	£4,900.00



# 3 steps to entertainment heaven

## 1 Choose your TV

- M+ 64 digital channels
  - L 100 digital channels
  - XL 160 digital channels
- All packages come with:

- ☒ **BBC iPlayer** **ITV 21** **sky1** **4** **ITV 21** **LIVING** on your TV
- ☒ All the top channels, including:
- ☒ Add **SKY SPORTS** and **SKY MOVIES** for an additional monthly fee
- ☒ Option to add V+ HD - record 2 channels while watching a third, plus pause and rewind live TV
- ☒ **get set for digital**

## 2 Pick your broadband

Up to 10Mb, 20Mb, 50Mb



All broadband speeds come with:

- ☒ Unlimited downloads\*
- ☒ Free wireless router
- ☒ Internet security
- ☒ 24/7 technical support
- ☒ Automatic backup & free photo prints every month

## 3 Select your call package

All packages come with unlimited UK weekend calls (01, 02 & 03).

- ☒ Option to add unlimited evening calls or unlimited anytime calls
- ☒ Option to add Talk Mobile and Talk International

Switching is easy too

- ☒ We'll contact BT for you and you can usually keep your phone number
- ☒ Be installed in 7-10 days

Prices start from £19.50 a month for M+ TV, up to 10Mb broadband and weekend calls when you switch to a Virgin phone line for £11 a month.

TV, broadband and calls from  
**£19.50**  
a month  
when you switch to  
a Virgin phone for  
£11 a month

**0800 052 7675**  
[virginmedia.com/bundle](http://virginmedia.com/bundle)  
visit Virgin Media stores



POWERFUL STUFF

This offer requires you to pay by Direct Debit and use e-billing. Other options shown below.

If you prefer not to pay by Direct Debit and/or want to receive a paper bill, the monthly prices with your Virgin phone line are: Phone line and non-DD payment handling: £17.25; Paper bill: £12.25; Phone line and paper bill: £12.25; Phone line, non-DD payment handling and paper bill: £17.25. Prices include a £5 payment handling charge payable to Virgin Media Payments Ltd and a paper bill charge of £1.25.

SERVICES AVAILABLE IN VIRGIN MEDIA CABLED STREETS ONLY. Subject to network capacity, minimum 12 month term contract. Installation charges apply (£30). If you cancel during the minimum contract period you will incur an early disconnection fee. Available to new customers only (switched to status and credit checked). Bundles up to 10Mb broadband. 64 TV channels and unlimited UK weekend landline calls for £19.50 when you take a Virgin phone line for £11 a month. Offer ends 31/08/09 and cannot be used in conjunction with any other offer. You must at a minimum, take all services included in the bundle for your minimum contract term. If you change any part of this package, standard prices apply. TV: TV packs currently exclude some hotspot services. Catch Up TV content available for 7 days after broadcast. Premium TV services are provided by Virgin Media Entertainment, a division of Future Entertainment SARL. V+ Subscription includes with TV Size XL or £3 a month with TV Size M+ and L. HD TV set required. V+ installation £49. Broadband: Minimum computer requirements apply. Speed of internet connection assumes components working at optimum speed and capacity. Both cable and ADSL broadband are affected by user volume. Acceptable Use Policy applies. Traffic management operates from 4pm to 9pm and 10am to 3pm to ensure consistent user experience. Security features not available to MAC users. Speeds referred to are download speeds. No charge for wireless router as long as your router remains at Size L or higher. Downgrades within minimum contract period will incur a service charge for the wireless router (currently £40). Wireless-enabled equipment required. V Shift: Back-up software not yet available to Mac users. V Shift terms and conditions apply. Phone: Zero-rated text facilities to the first hour of direct dialled local and national geographic voice calls only (numbers beginning 01, 02 or 03) starting within the weekend (all day Saturday and Sunday period). You will be charged 40 p per minute thereafter. No call before 60 minutes to avoid call charges. Full details of call charges, connection fees at [virginmedia.com/callcharges](http://virginmedia.com/callcharges). General: All prices include VAT. Payment may be required in advance. Information correct at 07/09. Calls may be monitored. Further Legal Stuff applies. Go to [virginmedia.com](http://virginmedia.com) for details.



**Report - Media Schedule****Report Run Date: 02 September 2009****Creative Reference: PR4602791****For queries regarding this or any other part of the system, please call us on 0207 650 9700**

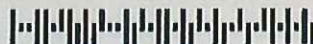
Date	Publication	Section	Page	Space	Spend (Discounted)	Spend (Ratecard)
22 July 2009	Daily Star	Main	p12 / 56	17 across 7	£4,633.00	£7,497.00
22 July 2009	Metro-London	Main	p12 / 56	17 across 7	£6,249.00	£12,554.00
28 July 2009	Daily Star	Main	p12 / 56	17 across 7	£4,633.00	£7,497.00
28 July 2009	Metro-London	Main	p8 / 40	17 across 7	£6,249.00	£12,554.00

**Data © Thomson Intermedia Plc 2009**



June 2009

51630  
C3/00200392



## All the entertainment you need for your big screen and your small screen

Nobody wants to splash the cash more than they have to these days. But you don't want to compromise on having decent TV and broadband, do you?

Try this for size then. Brilliant TV with over 60 digital channels including the likes of Sky1 and LIVING, our fast up to 10Mb broadband, and unlimited UK weekend calls (to numbers beginning 01, 02 & 03). All for **just £19.50 a month** when you switch to a Virgin phone line for £11 a month.

You also get Catch Up TV for free – BBC iPlayer, ITV Net Player and 4oD on your TV, not just your computer. And for an extra fee, you can add Sky Sports or Sky Movies any time you like. The great thing about our broadband is it's fibre optic. Which means fast. Twice as fast as comparable services from BT, TalkTalk and Tiscali in fact. And it comes with a free wireless router, unlimited downloads, advanced internet security, free automatic back-up and storage for your precious files. Plus free photo prints delivered to your home every month.

### It's so easy to switch

Because your home is already connected to our fibre optic network, we could get you up and running in less than 10 days – you can usually keep your phone number too.

For details of this fantastic new bundle, flip over the page. Then just give us a call on **0800 952 9871** or visit [virginmedia.com/bundle](http://virginmedia.com/bundle)

Yours sincerely,

*Trevor Elliott*

Trevor Elliott, MD, Customer Service

P.S. Want more channels, faster broadband, anytime calls? Just ask and we'll put together your perfect package.

All your favourite TV including Sky1, broadband & calls for £19.50 a month  
with a Virgin phone line for £11 a month

Call 0800 952 9871 or visit [virginmedia.com/bundle](http://virginmedia.com/bundle)

Lines are open 8am-8pm Monday to Friday, 9am-6pm Saturday, 10am-4pm Sunday.  
This offer requires you to pay by Direct Debit and use eBilling. Please see over for other options and legal stuff.



with a Virgin phone line for £11 a month

- Over 60 digital channels including Sky1, LIVING and Discovery
- All your terrestrial and Freeview favourites
- BBC iPlayer, TV Net Player and 4OD to watch on your TV
- Add Sky Sports or Sky Movies for an additional monthly fee
- Free servicing and repairs

- Free LG Cookie
- 100 minutes + 100 texts
- As a Virgin Media customer you'll also get an extra 100 minutes to use every month to any Virgin mobile.

POWERFUL STUFF

[illegible]





Hurry, offer ends 31st July

## Sky TV without the Sky high price tag

Dear

If you love the thought of Sky TV but can't face the sky-high prices, here's some good news: you can get all the stuff you'd want from Sky with Virgin Media. And right now you can get Virgin TV, along with fibre optic broadband and calls, from just £14 a month when you switch to our phone line for £11 a month.

### All the Sky channels you love (and so much more)

We've got all your Sky favourites like Sky1, Sky News, Sky Sports and Sky Movies. And loads of others too, including the main Freeview and terrestrial channels. Then there's all this:

- Access to over 4600 hours of constantly updated On Demand TV, stored up to watch when you want (Sky gives you about 40 hours, if you're lucky)
- A V+HD box that lets you record two channels when you're watching a third (Sky+HD won't)
- Catch Up TV for enjoying the best of the last 7 days from BBC iPlayer, ITV Net Player, 4OD and LIVING for free on your TV, not a computer
- Free servicing and repairs all the time you're a customer. Sky'll charge you £65 for a call-out the minute you're out of warranty

### Your home is already connected

As your home's already connected to us, we could have you up and running in under 10 days. And because delivering TV, broadband and phone all down the same fibre optic cable saves money, we can give you incredible value, too. In fact, our prices for TV, broadband and calls start from just £14 a month when you switch to a Virgin phone line for £11 a month.

Take your pick from one of the bundles below and visit [virginmedia.com/bundle](http://virginmedia.com/bundle) or call us on 0800 952 9875. And if you can't see one that suits, we'll tailor one for you.

Yours sincerely,

Mark Davidson

Mark Davidson, Executive Director, Customer Care



Broadband	Digital TV	TV On Demand	Catch Up TV	TV Choice	Music Videos	Films	Calls	Free Installation
Download speed (up to)	45 channels		Free	Extra £7 a month	From 20p per video	From 99p per film	Unlimited UK weekend calls*	
£14 a month	M						M	X
10Mb		60 channels	Free	Extra £7 a month	From 20p per video	From 99p per film	Unlimited UK weekend calls*	
£19.50 a month	M+						M	
10Mb		160 channels	Free	Free	Free	Free	Unlimited UK weekend calls*	
£35 a month	XL						M	
10Mb		180 channels + Sky Sports and Sky Movies	Free	Free	Free	Free	Unlimited UK weekend calls*	
£27 a month	XL						XL	
VIP - £27 a month								

TV, broadband & calls from just £14 a month

to numbers beginning 01, 02 & 03. Read before switching to avoid any charges. Please see our website for full details. This offer requires you to pay by Direct Debit and use e-billing. Please see our website for full details. 020744 012241/001/M