

2009 DBS HOLIDAY PROGRAMMING

It's the most wonderful time of the year! DMX is happy to present its exclusive 2009 DMX Holiday music programming available to our digital broadcast customers. We're offering 9 dedicated holiday music programs and are mixing holiday music within selected other programs to bring the season to life in any environment. We have the timeless classics, all the fa la la la las, and the most up to the minute music from today's hottest artists. Kick-off the 2009 Holiday season with great DMX Holiday music!

Dedicated Holiday Programs

A Very Jazzy Holiday

100% Holiday Music **CHANNEL 114**

Available Nov 8 thru Jan 7, 2010

Traditional Jazz and jazzy Blues combine with smooth Jazz and Big Band styles to complete this Holiday favorite. Timeless vocals mix with classic instrumentals to create a Holiday sampling of the Jazz world's all-time greats.

TYPE: Vocal and Instrumental

ENERGY LEVEL: Mixed Tempo

SAMPLE ARTISTS: Anita Baker, Kenny G., Billie Holiday, Les Brown, Harry Connick Jr., Duke Ellington, Lena Horne, Ella Fitzgerald

Christmas Country Blend

50% Holiday Music **CHANNEL 12**

Available Nov 26 thru Dec 26, 2009

Why not spend Christmas in the country this year? This program combines the very best of Traditional Country, Traditional Country Christmas songs and Contemporary Country Christmas songs. That's a whole lot of Country and a whole lot of Christmas, too!

TYPE: Vocal

ENERGY LEVEL: Low to Med

SAMPLE ARTISTS: Patsy Cline, Dixie Chicks, Montgomery Gentry, Merle Haggard, Alan Jackson, George Jones, Loretta Lynn, Tim McGraw, Brad Paisley, Carrie Underwood

Classical Holiday

100% Holiday Music **CHANNEL 109**

Available Nov 8 thru Jan 7, 2010

This channel celebrates the yuletide in stylish fashion with versions of favorite carols from around the world.

TYPE: Instrumental

ENERGY LEVEL: Low-Medium

SAMPLE ARTISTS: Morton Gould & New Philharmonic Orchestra, Canadian Brass, Locke Brass Consort, Paul Plunkett & Rudolf Lutz, Les Boreades de Montreal, Fiedler conducting the Boston Pops, The New York Pops, Ferrarini conducting Barocco Veneziano, Red Byrd & The Rose Consort of Viols, and London Symphony Orchestra

Club 12 Holiday Blend

50% Holiday Music **CHANNEL 87**

Available Nov 26 thru Dec 26, 2009

Greet the season with this fun and festive blend of Pop and Holiday cheer from today's young stars. Kids and 'Tweens 7-14 will especially enjoy this program.

TYPE: Vocal

ENERGY LEVEL: Med-High Tempo

SAMPLE ARTISTS: Miley Cyrus, High School Musical, David Cook

Adult Contemporary Holiday Blend

50% Holiday Music **CHANNEL 97**

Available Nov 26 thru Dec 26, 2009

A warm and merry program featuring the best in Adult Contemporary hits blended with contemporary and traditional renditions of Pop and Rock Holiday favorites.

TYPE: Vocal

ENERGY LEVEL: Mixed Tempo

SAMPLE ARTISTS: Christina Aguilera, Clay Aiken, Mariah Carey, Kelly Clarkson, Gloria Estefan, Amy Grant, Jack Johnson, Madonna, Maroon 5, John Mayer, Sarah McLachlan, Rob Thomas, Stevie Wonder

Holiday Favorites

100% Holiday Music **CHANNEL 99**

Available Nov 8 thru Jan 7, 2010

A variety of classic Holiday songs performed by popular music's greatest stars, past and present, whose voices and performances make them Holiday standards.

TYPE: Vocals with occasional instrumentals

ENERGY LEVEL: Mixed Tempo

SAMPLE ARTISTS: Barbara Streisand, Barry Manilow, Amy Grant, Nat "King" Cole, Jewel, Frank Sinatra, Mariah Carey, Gloria Estefan, Bing Crosby, Stevie Wonder, Diana Ross & The Supremes, Manhattan Transfer, Martina McBride

Instrumental Holiday

100% Holiday Music **CHANNEL 113**

Available Nov 8 thru Jan 7, 2010

These are all instrumental renditions of Holiday standards from contemporary Jazz and new age artists. You'll also hear pianists, traditional orchestras and small ensembles performing classical Holiday pieces.

TYPE: Instrumental

ENERGY LEVEL: Mixed Tempo

SAMPLE ARTISTS: John Tesh, Rick Braun, Boney James, Chris Botti, Jim Brickman, Ken Navarro, Mannheim Steamroller, Fourplay, Ottmar Liebert, Marc Antone, Acoustic Alchemy, Dave Koz, Kenny G.

Modern Holiday

100% Holiday Music **CHANNEL 115**

Available Nov 8 thru Jan 7, 2010

Turn up the Holiday cheer with this youthful Pop-oriented style. Bright, upbeat and modern, a collection of chart-topping artists spreading Holiday spirit. Alternative, Urban, Pop & Dance sounds form this mid to high tempo favorite.

TYPE: Vocal

ENERGY LEVEL: Medium-High

SAMPLE ARTISTS: Christina Aguilera, Beyoncé, Mariah Carey, Coldplay, No Doubt, Ashlee Simpson

Viva La Navidad

100% Holiday Music **CHANNEL 108**

Available Nov 8 thru Jan 7, 2010

This channel offers a variety of contemporary and classic Holiday songs performed by Latin music's biggest stars and favorite performers.

TYPE: Vocal with occasional instrumentals

ENERGY LEVEL: Mixed Tempo

SAMPLE ARTISTS: Chayanne, Gloria Estefan, Barrio Boyz, Intocable, El Gran Combo, Celia Cruz, Yomo Toro, Danny Rivera



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DMX Holiday Music Programs

In addition to the dedicated programs, the programs listed on the right will have holiday songs of the appropriate format mixed in with their regular programming. The blend of holiday music varies by program. For most of the DMX music programs, the holiday songs will be available from November 27 thru December 26, 2009.

G3 Holiday Channels

DMX will no longer be supporting ProSat programs as of November 31, 2009. No holiday programs will be offered.

HOLIDAY MUSIC PROGRAMS

CH	PROGRAM	% OF HOLIDAY MUSIC
3	GOSPEL	5% max
5	JAZZ	5% max
7	CLASSIC ROCK	5% max
8	MALT SHOP OLDIES	5-10%
9	ADULT CONTEMPORARY	5-10%
11	MODERN COUNTRY	10% max
14	SALSA	5% max
15	URBAN ADULT CONTEMPORARY	5% max
19	'60S REVOLUTION	5-10%
21	GREAT STANDARDS	5-15%
25	ALBUM ROCK	5% max
27	ALTERNATIVE	5% max
35	LATIN HITS	10% max
38	REGIONAL MEXICAN	10% max
47	CONTEMPORARY CHRISTIAN	10-25%
55	CONTEMPORARY INSTRUMENTALS	15% wkdays 33% wkends
59	CHILDREN'S	10-25%
63	COFFEEHOUSE ROCK	5% max
69	HAWAIIAN	5% max
70	'70S HITS	5-10%
72	PIANO	10% max
95	METRO BLEND	25% max

800.345.5000 * dmx.com/holiday
IN CANADA CALL 800.350.0369

