

DBS Holiday Music (Satellite programming)

DMX is happy to present our exclusive 2011 Holiday music programming for our digital broadcast customers. We offer 4 holiday music programs to bring the season to life in any environment.

HOLIDAY MUSIC PROGRAMS

Adult Contemporary Holiday Blend

50% Holiday Music **CHANNEL 97**

Available Nov 25 through Dec 26, 2011

A blend of contemporary hits, Adult Contemporary and Pop Holiday music, this style focuses on current artists with a small sample of all-time classics.

TYPE: Vocal ENERGY LEVEL: Med-High

SAMPLE ARTISTS: Rob Thomas, Sarah McLachlan, Vanessa Williams

Be-Tween Holiday Blend

50% Holiday Music **CHANNEL 87**

Available Nov 25 through Dec 26, 2011

Greet the season with this fun and festive blend of Pop and Holiday cheer from today's young stars.

TYPE: Vocal ENERGY LEVEL: Med-High

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

Christmas Country Blend

50% Holiday Music **CHANNEL 12**

Available Nov 25 through Dec 26, 2011

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: Med-High

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

Holiday Favorites

100% Holiday Music **CHANNEL 99**

Available Nov 1 through Jan 7, 2012

Holiday music's greatest hits. This is the ultimate collection of timeless Holiday tunes. Well-known songs, recognized and loved across many generations, these performances by popular music's greatest stars past and present will remind listeners of Holidays past.

TYPE: Vocals with occasional instrumentals ENERGY LEVEL: Mixed Tempo

SAMPLE ARTISTS: Nat "King" Cole, Bing Crosby, Burl Ives, Darlene Love

DMX HOLIDAY MIXES

In addition to the holiday programs listed on the left, the channels listed below will have holiday songs blended within the regular program. The blend of holiday music varies by program.. Holiday songs play from November 25 through December 26, 2011 unless otherwise noted.

MIXED HOLIDAY MUSIC PROGRAMS

CH	PROGRAM	% OF HOLIDAY MUSIC PER HOUR
3	GOSPEL GLORY	5%-10%
5	JAZZ	5%-10%
7	CLASSIC ROCK	5%-10%
8	MALT SHOP OLDIES	5%-10%
9	ADULT CONTEMPORARY	5%-10%
11	MODERN COUNTRY	10%-15%
14	SALSA*	5%-10%
15	SILKY SOUL	5%-10%
19	60'S REVOLUTION	5%-10%
21	GREAT STANDARDS	5%-15%
27	ALTERNATIVE	5%-10%
35	LATIN HITS*	25%
37	FIESTA TROPICAL*	25%
38	REGIONAL MEXICAN*	10%-15%
43	CLASSIC R&B	5%-10%
47	THE SPIRIT	10%-25%
49	JAZZ VOCAL BLEND	25%
50	LIGHT CLASSICAL	33%
55	CONTEMPORARY INSTRUMENTALS	33%
59	THE PLAYGROUND	10%-25%
63	COFFEEHOUSE ROCK	5%-10%
70	70'S HITS	5%-10%
72	PIANO	10%-15%
74	NOW AND THEN	10%
79	Y2K HITS	15%-25%
95	METRO BLEND	25%
108	ISLAND BREEZE	5%-10%
109	HEARTLAND	5%-10%
114	THE RECLINER	5%-10%

* Plays November 25, 2011 - January 7, 2012

800.345.5000 * dmx.com/holiday

IN CANADA CALL 800.350.0369

