

Simple Steps Simple Steps

ExpressVu



Your Simple Steps Guide
to Enjoying Bell ExpressVu™

Welcome!

Welcome to ExpressVu Digital TV, where a world of exciting entertainment is in your hands. You now have over 500 channels to choose from and many exciting new options you will want to explore.

You can keep this kit with your DVDs, so you'll be able to refer to it whenever you need to find answers fast. You can also use it to record your personal information below and you can tuck your contract in the pocket to keep it safe and close at hand.

Account #: _____

PIN #: _____

Activation Date: _____

Your PIN is important. You will need your PIN if you decide to make changes to your account in the future.



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How to use this guide

This guide is divided into three sections.

In each section, you'll gain more understanding and control to help you enjoy the ultimate TV experience.

1. Power Up!

Learn how to get up and running right now. Find the shows you want to see. Control what they watch with Parental Lock. Enjoy the best picture quality and sound.

2. Next Steps

Understand your first bill. Help yourself to solutions 24/7 with Self-Care. Discover ExpressVu perks, like our free e-newsletter, free concerts, and more.

3. The Big Picture

Order in for entertainment and catch the latest Hollywood releases and sports events. Make family time even more interactive with iTV. Explore the future of High Definition TV for a true movie-theatre experience.

Helpful Highlights.

Look for these icons to find useful tips and simple shortcuts to help you quickly get the most enjoyment out of ExpressVu.

GEM

These are nuggets of interesting and useful features not commonly known.

FAQ

If you have a question, chances are thousands of other users have already asked. And we have answers. Find them here fast.

TECH TIP

Don't have a degree in computer engineering? No problem! We can provide you with technical tips to make the many features even easier to use.

Power Up!



Control a world of channels and features with the click of your remote.

Find the programming you want to watch

Create lists of your favourite channels

Stay in charge with Parental Lock

Enjoy the best picture and sound

TECH TIP

Before you start, make sure the **SAT button** is selected on your remote and that nothing is blocking the remote signal to the receiver.








Find out what's on

Use the Electronic Programming Guide (EPG) to see what's playing.

The Electronic Programming Guide is an onscreen program listing that lets you see what's on and when, without interrupting what you're currently watching.

You can use the EPG two ways.

If you've just turned on your TV and you want to see what's on:



-  Press the **GUIDE** button on your remote to display the EPG.
-  or  Scroll through the EPG menu show-by-show at a time using **PAGE** arrow buttons, or move show-by-show with the blue **ARROW** buttons.
-  or  Press **SELECT** when you've found the program you want to watch, or press **CANCEL** to exit the EPG. It's that simple.



EPG MAIN MENU

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To skip ahead a specific amount of hours (up to 44 hours) in the EPG, enter the number of hours, then immediately press the **RIGHT ARROW** button.

 +  = 3 hours ahead in the Programming Guide



Find out what's on

If you're watching a program, but you want to browse other shows:

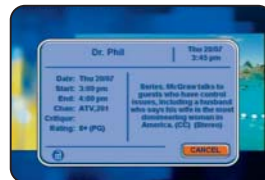
-  Press the **BROWSE** button to display the browse banner without interrupting your current viewing.
-  Scroll through the EPG menu show-by-show using the blue **ARROW** buttons.
-  Press **SELECT** to switch to the new channel of your choice from the Browse banner.



BROWSE SCREEN

To find out more about a show before you decide to watch:

Press the **INFO** button for the description, start and end time, and the rating of a program, movie or event.



INFO SCREEN



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You can see what's on ExpressVu and order Pay-Per-View online through the Interactive Programming Guide (IPG), ExpressVu's online version of the EPG. Check out www.bell.ca/WhatsOnExpressVu to see what's playing tonight, tomorrow, or two weeks from now.

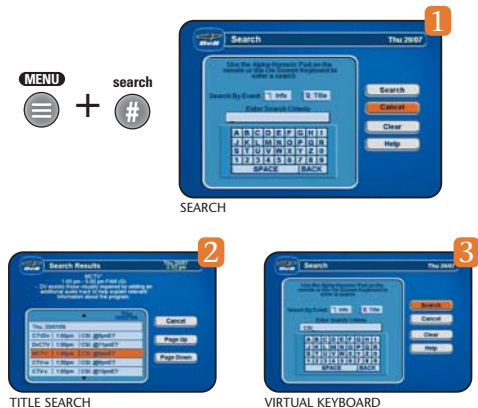


Find out what's on

Find your favourite shows fast.

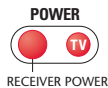
If you already know which show you want to watch, use the Search feature to find your show – by name or by program description.

- 1 Press **MENU** and select **THEMES**, or press the **#** or the **SEARCH** button at the bottom right of your remote.
- 2 Select **TITLE** to search by words in the show title, OR select **INFO** to search by words from the program description.
- 3 Type in the words using the onscreen virtual keyboard, or by using the letters on your remote, then select **SEARCH**.
- 4 Select the program you want to watch OR hit **CANCEL** to close the search.



TECH TIP

To ensure your receiver updates the Electronic Programming Guide and downloads the latest software, press the **POWER** button to turn **OFF** when not in use.



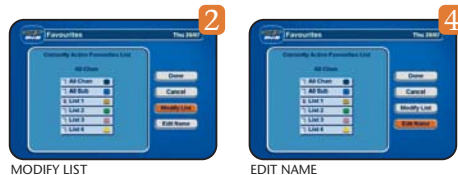
Organize your channels

Make a Favourites list to access your favourite channels fast.

Create a list of channels just for you. You can also customize additional lists for each family member.

To create a Favourites list, simply:

- 1 Press the **MENU** button and select the **FAVOURITES** option.
- 2 Use the **ARROW** buttons to move the highlighter to the desired Favourites list and select **MODIFY LIST**, then press **SELECT** twice.
- 3 In the **CHANNELS LIST**, highlight the channel you want to add, then press **SELECT**. Repeat for every channel you wish to add.
- 4 When you're happy with your list of favourites, select **SAVE** and then select the **EDIT NAME** option to label it as your own.



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Once you've set up your **FAVOURITES** list, press **GUIDE** repeatedly to cycle through your Favourites.

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You can also access a list of themes, such as sports, movies or family programming. Just press **THEMES** on your remote. When you've found your theme, press **SELECT**.



Don't miss that show

Lost track of the time? Set a timer to remind you.

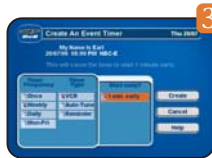
You can create an onscreen timer to alert you that your favourite show or movie is about to begin, or you can set it to automatically switch to the show you selected, or record to your Personal Video Recorder (PVR), when it starts.

To set up a timer:

- 1 Highlight a **future** program in either the EPG, Browse banner, or Themes menu and press **SELECT** on your remote.
- 2 In the **CREATE AN EVENT TIMER** menu, select **TIMER TYPE** and **FREQUENCY**.
- 3 For more of a “heads up” on your show, start the timer one minute early with the **START 1 MIN. EARLY** option.



CREATE AN EVENT TIMER MENU



1 MIN. EARLY OPTION

FAQ

How do I find out if my show is on at another time?

To catch a “Time Shifted”* show that airs from a different time zone, highlight your show in the EPG and press the **#** or **SEARCH** button on your remote and choose the **SEARCH** option to activate. If your show is on at different times, you will see a list of times to choose from.

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For a full list of our channel lineup in numerical order, visit www.bell.ca/ChannellineUp.

*Broadcasting of some channels affiliated to your local channels may be interrupted when programming is the same. Time shifting channels may vary according to region.

Control what they're watching



Stay in charge with Parental Lock.

Parental Lock gives you the key to controlling which shows your kids can watch and which programming should be restricted to adults only.

Safeguarding your children's viewing is simple. First you'll need to set up a password to lock your system:

- 1 Press **MENU** on your remote control and select **LOCKS**.
- 2 Select **LOCK SYSTEM** on screen.
- 3 Create a password and press **OK**. Confirm the password and press **OK** again.



LOCK SYSTEM



CREATE PASSWORD

Now you're set up to lock:

- **Specific Channels**
- **Channel Ranges** by category, such as Pay-Per-View or Adult
- **Ratings**





Control what they're watching

To lock shows by specific channels or by ratings:

- 1 Press **MENU** on your remote control and select **LOCKS**.
- 2 Enter your password and select **OK**.
- 3 Choose **CHANNEL LOCKS** or **RATING LOCKS**.
- 4 Select the channel or rating you wish to lock out (see Channel Ratings chart below). A check box will appear to confirm your selection. Select **SAVE/DONE**.



SELECT CHANNEL OR RATING



SELECTION CONFIRMED

Channel Ratings.*

SYMBOL	CLASSIFICATION	MEANING
PG-8+	Parental Guidance	Suitable for children over 8, but supervision recommended for those between 8 and 13
14+	Over 14	Suitable for those over 14
18+	Over 18	Suitable for adults only (over 18)
NR/AO	No Rating/ Adult Oriented	Contains graphic language, violence, nudity, profanity or strong sexual content

To lock shows by channel category:

Repeat Steps 1 and 2 above. Select **LOCK PPV** to lock out all Pay-Per-View. You can also select **HIDE ADULT** to remove Adult channels from view.

*Ratings are set by the programmers.



Trouble-shooting tips

Having problems? No problem.

You'll find quick answers to the most common problems new customers have on the next few pages. Some of the solutions are as simple as resetting your receiver.

First, you'll need to know that the ExpressVu satellite signal to your dish needs to be unobstructed for the best quality picture and sound. Severe weather, like heavy rain or snow, may temporarily interrupt your viewing.

The signal can also be blocked by:

- An accumulation of snow or leaves on the dish.
- A growing tree blocking the signal path to the satellite.

Trouble-shooting tips.

If the screen has horizontal or vertical lines, or goes black, blue or snowy:

- Check all your cable connections and that all connected equipment is powered on.
- If you are using coaxial cables for connections, then your TV and/or VCR must be on channel 3 or 4.
- Check that the input source is set correctly (try both TV and VIDEO).

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Check out [Channel 198](#) for video demonstrations, and other useful information from hooking up your receiver to programming your shows.





Trouble-shooting tips

Some channels in the EPG have a red or green background and I can't access them:

- Verify that you have a subscription. If you don't and would like to subscribe, you can order it through Channels on Demand on **channel 188** (if available), online at www.bell.ca/SelfCare, or call **1 888 SKY-DISH** to order.



- If you are a subscriber, but still don't have access, try resetting your receiver by holding down the power button on your receiver for about 8 seconds, or until the green light goes out. If this doesn't correct it, please call **1 888 SKY-DISH**.

The strength of my signal keeps fluctuating:

- This could be caused by severe weather conditions. Wait out the storm and the signal will improve.
- Check that your dish is unobstructed for a clear signal path. Growing trees may be interfering with the signal.

I have no audio on any channel:

- Hold down the power button on your receiver for about 8 seconds, or until the green light goes out. Then let go. This will reset your receiver.
- Check that the volume is not turned down or set to mute.
- Check all your cable connections.

An event has been blacked out:

- Press **INFO** on your remote to see if it's being broadcast on other channels.
- The event may be blacked out because ExpressVu has not been given authorization to broadcast it in your area.

FAQ

I want to watch ExpressVu on another TV. What do I need?

You need an additional receiver for every TV. For more information go to www.bell.ca/television or call **1 888 SKY-DISH** to order.



Trouble-shooting tips

My EPG isn't showing any program info:

- Use the **ARROW** buttons to move forward through the EPG for it to update.
- You may need to reset your receiver by holding down the power button on your receiver for about 8 seconds, or until the green light goes out.

I have no picture at all:

- Ensure that your receiver is powered on. A green light on the front panel should be lit.
- Check all your cable connections.
- Reset the receiver by holding down the power button on your receiver for about 8 seconds, or until the green light goes out. Then let go.

My remote isn't working:

- Press the **SAT** button on your remote to engage its functions.
- Make sure nothing is blocking the signal path from the remote to the receiver.
- Replace the batteries (alkaline are best) and recheck your remote.
- Check the remote address. See your *User Manual* for details.

I can't order programming through my remote:

- Connect your phone line to the back of your receiver, so you can order Pay-Per-View, iTV and other ExpressVu entertainment services.





Get plugged in to convenience

Connect your phone line to your receiver.

Just connect your phone line to the back of your receiver to enjoy the comfort and convenience of:

- Ordering Pay-Per-View movies, sports and interactive games – right from your remote.
- Watching free concerts with FreeVu!™ from Bell.
- Seeing who's calling directly on your TV.*



Phone line policy.

As part of your terms and conditions in the Residential Customer Agreement, you are required to have each of your ExpressVu receivers directly and continuously connected to the same telephone line associated with your ExpressVu account.

TECH TIP

Keep your receiver connected to your satellite feed and power source at all times, even when on vacation, to ensure you don't lose access to your programming.

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If you don't have a phone jack close to your receiver, you can purchase a **wireless phone jack** at most home electronic stores.

They are safe and allow you to enjoy all the benefits of having your phone line connected, without the wires.

Next Steps



Enhance your life with simple solutions and ExpressVu perks.

- Understand your bill
- Choose flexible payment options
- Self-Care tools that save you time
- Free ExpressVu exclusives



Understand your bill

Here's how your billing period works:

As with many telecommunication providers, ExpressVu bills one month in advance, on a monthly basis. When you activate your ExpressVu service, you will receive:

Your first statement will arrive about 20-25 days after your account is activated and will be for a **two-month period in advance**. If your account is activated on October 12, for example, your statement will have a billing date of October 27 and cover the period from October 12 to December 11.

Your first statement will include any ExpressVu services including programming, equipment and Pay-Per-View charges.

All other statements will have the same monthly billing date (November 27, December 27 and so on) and will be for a one-month period in advance.

Pro-rated charges.

Pro-ration is a way to break a service charge, usually billed at a monthly rate, into smaller parts.

For example, if you start using a service for only part of your billing cycle month (i.e. one week or a few days), that portion of your billing cycle will be added to your next bill.

Your account number.

If you **ARE** a One Bill¹ customer who has more than one Bell service combined onto a single bill, please use your **14-digit customer ID number** when making a payment online or via telephone banking, or your **9-digit One Bill account number** when paying by a cheque or through a bank.

If you **ARE NOT** a One Bill customer, please use your **16-digit ExpressVu account number (starts with 8455)** when making a payment.

GEM

Want the convenience of having all your Bell services on one bill? Become a One Bill customer. Simply register at www.bell.ca/OneBill.

¹Not available in all provinces and territories.



Flexible payment options

Choose from 4 convenient ways to pay your bill.

1. Pre-authorized payment plan

Have your payment automatically withdrawn from your bank account and never worry about missing a payment again.

2. Monthly credit card

Call **1 888 SKY-DISH** or **310-BELL** to have your account automatically billed to your credit card each month.

3. Through your financial institution

Pay in person, or through an ATM (with the coupon at the bottom of your bill), or register to use your bank's Internet or telephone banking.

4. By cheque or money order

Mail in your payment to the return address on your bill with your coupon and write your account number on the front of your cheque or money order.

GEM

Running late? Simply call in a one-time credit card payment or pay at the Western Union office nearest you.

Policies and administration fees*.

- Under the terms of your Bell ExpressVu contract, payment of your account must be made by the due date on your account statement. Late payments are not permitted.
- If your account remains unpaid for 60 days, you will be charged an administrative fee, currently \$25.00, to compensate Bell ExpressVu for the cost of administering the collection of your overdue account.
- If you fail to honour the terms of your contract by failing to pay your account by its due date, interest will be applied to the outstanding balance in accordance with the terms of your contract.
- If your account remains outstanding, your service may be deactivated and a deactivation fee of \$50.00 may be charged to your account.
- An early termination fee may be charged if you cancel your programming or return your rental equipment before your contract ends.
- Please see your ExpressVu contract or go online at www.bell.ca/SatelliteAgreements, to review the complete terms of your residential customer service agreement.

* One Bill administration fees are different from ExpressVu administration fees.





Manage more with Self-Care

NEXT STEPS

Get ExpressVu help when you need it.

Whether you need help setting up advanced features, or want to view your bill, Self-Care help is just a press of a button away.

Help yourself to solutions – on TV, online, or on the phone.

Use the legend to see which Self-Care tools you can access to get help fast, then choose the option that works best for you.



ON TV: Channel 188*

Get the answers you need with easy-to-follow steps you can watch right on your TV.



ONLINE: www.bell.ca/SelfCare

Register with our online Self-Care tools to help you from virtually anywhere, whenever it's convenient for you.



ON THE PHONE: 1 888 SKY-DISH

We're here Monday to Friday, 8 am – 9 pm, and Saturday from 9 am – 6 pm to answer your call. Or choose our automated assistant available 24/7.

What do you want to do?



Check your account balance and pay your bill

Access summarized or detailed versions of your last three bills. Choose one of our convenient payment options and make your payment online, or on the phone.



Simplify your statements with One Bill†

Combine all your Bell services onto one convenient bill. Switch to “paperless billing” and view your bill online, or print it out, just when you need to.



Modify your profile

Update basic account information like your e-mail address, phone number and mailing address or reset your PIN online.

*Available with compatible receivers.
†Not available in all provinces and territories.



Manage more with Self-Care

NEXT STEPS



Order programming and services

Subscribe to your favourite sports package, pick a Pay-Per-View movie or enhance your current programming. To order through your remote, your phone line needs to be plugged in to the back of your receiver.



View our entire programming menu

Check out a wide variety of channels and packages like International, High Definition and Adult and add to your current programming.



Activate an additional receiver

Activate another new or replacement receiver even faster, so you can offer your family even more great choices in engaging entertainment. **You will need to connect your phone line to all of your receivers to comply with the multiple receiver policy.**



Save money when you're away

Planning an extended vacation? If you'll be away for 6 weeks to 7 months, you can use Self-Care to temporarily suspend your programming so you don't get charged for what you're not watching. Only applies to programming charges.



See what's on even when you're away from the TV

View programming for up to two weeks in advance with the Interactive Programming Guide (IPG) at www.bell.ca/WhatsOnExpressVu. You can even order Pay-Per-View.



INTERACTIVE PROGRAMMING GUIDE (IPG)





Enjoy ExpressVu perks

NEXT STEPS

Hassle-free moving and a new dish on the house

Now, when you move, you can just leave your old dish behind. ExpressVu will install a new satellite dish and reconnect your first receiver at your new home absolutely free. Visit our online moving centre at www.bell.ca/Move.

Free channel previews

ExpressVu is continually adding new channels to its lineup. Go to www.bell.ca/CustomerZone or check out **channel 198** for free previews, promotions and news on upcoming events.

Free concerts with FreeVu™ from Bell

ExpressVu's exclusive Select Concert Series broadcasts free concerts in standard and High Definition every Thursday night at 7 pm and 10 pm (ET).

A new artist is featured each month – and we're talking big names! Collective Soul, Seal, Elton John, Oasis, The Black Eyed Peas, with more to come!

Just use your remote to order. Go to www.bell.ca/CustomerZone to find out more.

Free monthly newsletter

See what's on with OnScreen, the free monthly newsletter you'll receive along with your bill. Check out the upcoming lineup of movies, sports, interactive games, and the latest news and technology.

Free weekly e-newsletter

Be the first to hear about our latest promotions and events by signing up for our weekly e-newsletter at www.bell.ca/BellExpressVuNewsletter.

Earn Aeroplan Miles* free with One Bill

Combine your services and earn one Aeroplan Mile for every dollar you spend on your Bell services. Redeem miles for trips, flights, home electronics, gifts and more. Don't have an Aeroplan number? Visit www.bell.ca/OneBill and we'll help set you up.

Offers and services subject to change without notice.

*Available to Bell subscribers in the province of Ontario or Quebec who receive One Bill. One Aeroplan Mile for each \$1 spent on recurring monthly fees and usage based fees for local telephone, long distance, ExpressVu and Sympatico services; Mobility service will be moved to One Bill at a later time. Aeroplan Miles will not be earned in connection with outright sales purchases, prepaid plans, 900 and 976 phone services, installation and other one-time charges. Allow 4 to 6 weeks for the Aeroplan miles to be credited to your Aeroplan account. Other conditions apply. *Aeroplan is a registered trademark of Aeroplan L.P.

The Big Picture



Order in for entertainment.

Catch the latest blockbuster movies, sports and events

Get interactive with the family

Explore the world in High Definition

Get in the game with more sports

Explore more with Vu!

Stay home, Vu!™ delivers.

Vu! – ExpressVu's own Pay-Per-View service – delivers more great entertainment right to your home, without the hassle of lineups or late fees.

Get instant access to the latest movies, sporting events, Adult programming, live concerts and kids' programming.

Go to **channel 350** to see trailers and find out what's playing on Vu! Pay-Per-View.

Vu! Movies

See all the latest Hollywood releases and international films. Vu! Pay-Per-View gives you an amazing selection of movies in every genre – all uncut and commercial free. **Channels 308 – 317, 351 – 381.**

Vu! Sports

Whenever there's a sports event you don't want to miss, Vu! Pay-Per-View is like having front row tickets right in your home. Kick back with non-stop sports action from martial arts on PRIDE to WWE wrestling and UFC for the ultimate guy's night in. **Channel 401.**

VENUS Adult Programming

Venus is Canada's first 24-hour-a-day Adult Entertainment service, offering an enticing lineup of the best adult movies, programming and games from around the world. Discrete billing will be applied for any adult entertainment purchases. **Channel 750 – 760.**

TECH TIP

Have your phone line connected to your receiver and order programming and services right from your remote! Have your 4-digit PIN number ready.

Explore more with Vu!

How to order Vu! Pay-Per-View:



Order with your remote:

- 1 Make sure you have your phone line connected to the back of the receiver. Select the Vu! channel and specific show time you want by pressing **SELECT** on your remote. You will need your password number when ordering a Pay-Per-View channel that you have previously locked.
- 2 You will then be asked, "Do you wish to purchase this program." Select **YES**.
- 3 You will be asked to confirm your purchase. Select **YES**.



SELECT PROGRAMMING



PPV CONFIRMATION



Order by phone:

Call **1 866 68 ORDER** with your 4-digit PIN number and the event ID ready. The event ID is displayed on the EPG.



Order online:

Go to www.bell.ca/WhatsOnExpressVu. Have your 4-digit PIN number ready.

FAQ

What's my 4-digit PIN number?

Your 4-digit PIN was created during activation. This ensures that only you can make changes to your account or order new services.



Discover interactive television



THE BIG PICTURE

Make family time more interactive with iTV* – the next level of digital television.

ExpressVu brings you the most iTV in Canada, and makes playing games, learning and getting the information you want a fun experience the whole family can enjoy. And it all happens through your remote.

Anytime is game time with Game Galaxy*.

Find fun and games for kids of all ages – from preschool activities to arcade adventures, all on **channel 550**.

Playin'TV

Play 16 different games every week. From King Kong: 8th Wonder of the World™ to World Soccer Challenge, you'll find something fun for everyone.



PLAYIN'TV

KidsWise™

Watch learning come alive with family favourites like Little Bear™ and Reader Rabbit™. Help your kids learn while they play with fun activities in math, spelling and problem solving. Share new games every week for children ages 3 – 7.



KIDSWISE

GEM

Free games on Game Galaxy.
Check out **channel 550** to enjoy free games and demos every week.



GAME GALAXY

*Usage or subscription fees extra. Available with compatible receivers.

Discover interactive television

Buzztime Trivia

Think you know it all? Buzztime Trivia has over 160,000 questions to put your friends to the test. Try our new multiplayer options and give "pass the remote" a whole new meaning.



BUZZTIME TRIVIA

Playin'Casino

Have high-rolling casino fun, without the high stakes. Choose from eight different games each week – Texas Hold 'Em, Blackjack, Slots and more.



PLAYIN'CASINO

Get your favourite channels – interactively.

Some of your favourite channels and events are interactive*, which means you can access on-demand, exclusive news and information. After you tune to these channels, you will see a **GO INTERACTIVE** prompt. Using your remote press **SELECT** and enter into the interactive portion of the programming, while still viewing the broadcast.

CBC News Plus

Find the news you want to see fast. Access the latest-breaking CBC news from Canada and around the world 24/7.



TSN EXTRA

TSN Extra

Catch the latest scores, standings and stats for all your favourite sports, instantly.



THE WEATHER NETWORK INTERACTIVE

The Weather Network Interactive

Enjoy customized local coverage and on-demand national weather including pollen and UV reports for over 200 cities. **Channel 505**.

*Some interactive services are subject to additional fees.

THE BIG PICTURE



See it in High Definition



THE BIG PICTURE

Get the ultimate viewing experience with High Definition programming.

When you turn on true High Definition TV, you'll be amazed at the HD difference. Experience true widescreen picture with up to 10 times the picture resolution of regular cable and heart-pounding Dolby® Digital 5.1 surround sound* for a real movie-theatre experience, right in your living room.

ExpressVu is Canada's HD leader and we're constantly adding to our lineup as exciting new channels become available. Explore the world of High Definition and discover TV more interactive and engaging than you ever imagined.

Watch your favourite sports explode onscreen

For the true sports fan, once you've seen a game in HD, there's no turning back. Take a front row seat to your favourite sports events and get in the game like never before.

Here's what you need to get the true HD picture:

1. HD Satellite Receiver
2. HD Television Set
3. Subscription to HD Programming
4. Cables for HD: HDMI/DVI, or component



Discover HD on **channels 800 - 900**, or go online at www.bell.ca/CustomerZone to preview new channels being added to the ExpressVu HD lineup.

To order HD programming, go to **channel 188**, www.bell.ca/SelfCare or call 1 888 SKY-DISH. For ordering an HD receiver, call 1 888 SKY-DISH.

*With certain programs. Compatible equipment required.

Score more sports

Whatever your game, we've got more.

ExpressVu has more live game action and in-depth coverage you won't want to miss. Complete your programming lineup with these Premium Sports packages.



NHL® Centre Ice**

Get all the hockey you can handle with up to 40 out-of-market NHL® games each week.



NFL Sunday Ticket™**

Kick off your Sundays with great football coverage with up to 14 regular season games every week. Also available in High Definition.

Sunday Ticket is now interactive! Check out our newest interactive service for the serious fan on page 26.



WWE

WWE puts you in the ring with your favourite Smackdown Superstars every Friday night.



NASCAR® IN CAR

Get in the driver's seat every week at speeds up to 290km/hr! See 6 dedicated race channels with in-car cameras, live team audio and real time data displayed on virtual dashboards.



HPItv

Post to post horse racing coverage from across North America.

To order Premium Sports, go to **channel 188**, www.bell.ca/SelfCare or call 1 888 SKY-DISH.

**Subject to local and national blackouts.

**Not available everywhere. No refund. Dates/games subject to change without notice and blackouts are defined by the NFL. Blackouts on home games in Buffalo, Seattle and Detroit if all tickets are not sold within 72 hours.



Privacy policy

The Bell commitment to privacy.

At Bell, we know that you are the reason we're in business. Our long-standing commitment to safeguarding your right to privacy has led to our reputation as a leader in the protection of customer privacy.

To continue to earn your trust, we want to keep you up-to-date on your rights as our customer and on how the Bell companies use and safeguard your personal information.

The *Bell Customer Privacy Policy* (the Policy) and the *Bell Code of Fair Information Practices* (the Code) spell out the commitments of the Bell companies and your rights regarding your personal information. We want to assure you that Bell's Code and Policy follow the guidelines set out in the *Personal Information Protection and Electronic Documents Act*, which came into effect on January 1, 2001.

Policy and Code apply to all Bell companies.

The Bell Policy and Code apply to all Bell companies: Bell Canada, Bell Mobility, Bell ExpressVu and Bell World or Espace Bell stores. Any time you do business with any of these companies, or with anyone acting as an agent on our behalf, you are protected by the rights and safeguards contained in the Policy and Code.

In addition to the Bell Policy and Code, individual Bell companies may also be subject to the requirements of applicable legislation, tariffs and regulations and the orders of any court or other lawful authority. Personal information collected by the Bell companies may be stored and processed in Canada or the United States and may be subject to the legal jurisdiction of these countries.

Each year, we ensure that each of our employees signs a code of business conduct that requires the safeguarding and proper use of personal computer information. We also place strict controls on the protection and use of personal information within our systems and Web sites and ensure that our employees are trained to respect your privacy at all times.



Privacy policy

What is personal information?

Personal information is information about an identifiable individual. This includes information about your product and service subscriptions, usage, billing records, credit information and any recorded complaints. Please note that, pursuant to federal privacy legislation, publicly available information – including a directory listing of your name, address, telephone number and electronic address – may be collected, used and disclosed without your consent.

The Bell companies collect personal information only for the following purposes:

- to establish and maintain a responsible commercial relationship with you and provide you with ongoing service;
- to understand your needs and develop and recommend suitable products and services;
- to manage and develop our business and operations, including personnel and employment matters; and
- to meet legal and regulatory requirements.

Your personal information will not be used for any other purpose without your consent.

Sharing information... it's your choice!

Sharing information among the Bell companies helps us understand your circumstances and needs completely. The purpose for sharing information is to help us identify your information, communication, and entertainment needs, and provide you with relevant information, advice, and solutions to meet those needs.

If you don't want your information shared among the Bell companies, call 310-BELL or contact us by e-mail to "opt out".



Privacy policy

Questions or concerns about your privacy?

If you have questions or concerns about your privacy, feel free to contact us by email at bell.direct@bell.ca, or call **310-BELL** (310-2355) (free of charge in Ontario and Quebec) and we will be happy to speak to you in person.

If you still have unresolved privacy concerns, you can write to the Bell Privacy Ombudsman at:

privacy@bell.ca

or

The Office of the Bell Privacy Ombudsman
110 O'Connor Street
Ottawa, Ontario K1P 1H1

If the Bell Privacy Ombudsman does not resolve the issue to your satisfaction, you can visit the Web site of the Office of the Privacy Commissioner of Canada at www.privcom.gc.ca, or seek advice by contacting the Office at **1 800 282-1376** or info@privcom.gc.ca and, if necessary, file a written complaint with the Office at:

Office of the Privacy Commissioner of Canada
112 Kent Street, Place de Ville
Tower B, 3rd Floor
Ottawa, Ontario K1A 1H3

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