



Web Guide Increases Digital Penetration

Introducing Web Guide

Using TV Guide Channel's Web Guide, you can show your customers the value of your digital service in a visual and exciting way.

Each Web Guide promo is hosted by TV Guide Channel's Ken Taylor who also co-hosts The Screening Room, our popular program about movies.

Using a backdrop of popular celebrities and web sites, Ken delivers a compelling message about the benefits of high-speed Internet including the ability to enjoy streaming video of your favorite stars.

Customized Sales Message

Each Web Guide promo is carefully married to a customized sales message focusing on your service's benefits and includes your toll-free phone number and web site URL. A voice-over will also include a custom call-to-action.



TV Guide Channel Host, Ken Taylor



Entertainment That Sells It All

This promo delivers powerful reasons to upgrade to digital service and can help you to sell more integrated services, boost revenue, and retain your subscriber base.

Normally, a custom-produced promo like this one might cost you \$20,000 to produce, but as a TV Guide Channel affiliate, it's available to you at no cost. For more information about how to put the power of TV Guide Channel's Web Guide to work for you, visit: www.tvguideportfolio.com