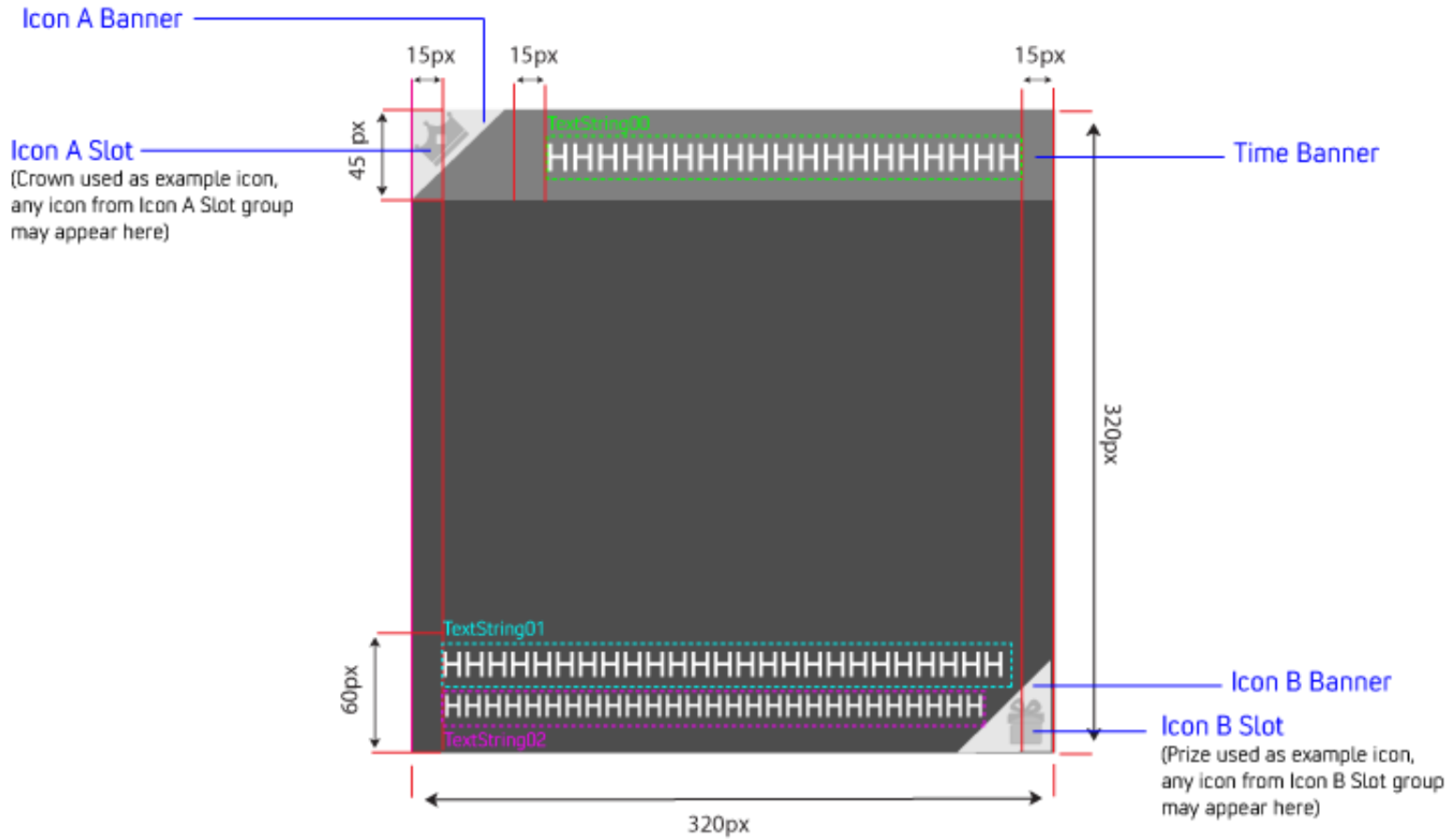


SLOT MECHANICS FOR SCHEDULED INTERACTIVE CONTENT ON PRIME TIME



### Scheduled Content Slot (TV Slot Size 320px X320px):

- ThumbnailOverlay: 320px X 320px

### Time Banner (320px X 45px):

- Featured State: Blue (Prime Time color)
- Non Featured State: Black
- Off State: Non Interactive Content (Ghost Channel, Reminder, Loading)

### Icon [A] Banner:

- Sits under icons in upper left corner on top of Time Banner
- Gold Member State: Gold (matches XBOX platform)
- Open To Silver And Gold State: XBOX Green
- Off State: No active icons so no banner

### Icon [A] Slot:

- Sits on top of Icon [A] Banner
- Dynamically rotates between Gold member icon and Friends Playing icon based on user and content state when content is onFocus.
- Gold Member IconON: Content is Gold Member related
- Friends Playing IconON: Content is On Now and Friends are currently playing
- Icons[A]Off: Non Gold Member Content and No friends Playing Now
- If two icons are on at once activate rotating loop OnFocus. Display Gold Member Icon First, Then Display Friends Playing, [Loop].
- If Content is not onFocus do not [Loop]. Display static icon based on priority. Gold Member Icon (P1) Friends Playing Icon (P2). None (P3)

### Icon [B] Banner:

- Sits under icons in lower right corner of content slot
- OnState: Blue (Prime Time color), displays when icons are active in Icon Slot [B]
- OffState: No active icons, so no banner

### Icon [B] Slot:

- Sits on top of Icon [B] Banner
- Dynamically rotates between Prize icon and Reminder icon based on user and content state when content is onFocus.
- Prize IconON: Content is allows players to win prizes
- Reminder IconON: User has set reminder for content
- Icons[B]Off: No prize for content and no reminder set for content
- If two icons are on at once activate rotating loop OnFocus. Display Reminder Icon First, Then Display Prize Icon, [Loop].
- If Content is not onFocus do not [Loop]. Display static icon based on priority. Reminder Icon (P1) Prize Icon (P2). None (P3)

### TextString00 (Mandatory for Scheduled Content):

- Displays "ON NOW" or "Today 00:00 AM" or Tomorrow 00:00 AM or "Day 00:00 AM". If content is past one week into the future display mm/dd/yyyy 00:00 AM on top of Time Banner.
- **Optional display** if content is not interactive
- Char Limit: 19
- Font: Convection UI *20pt*

### TextString01 (Mandatory):

- Displays Game Type (i.e. Extended Play) if logo is in use
- Displays Game Title (i.e. 1vs100) **ONLY** if no logo in use
- Char Limit: 25
- Font: Convection UI *20pt*

### TextString02 (Mandatory):

- Displays Episode Theme When Applicable (i.e. Sports)
- If Theme is not applicable Episode Description is displayed
- Char Limit: 28
- Font: Convection UI *18pt*

### TextString03 (Optional):

- Displays underneath slot to entice user (PromoLine)
- Free Form
- Char limit: 40
- Font: Convection UI *15pt*

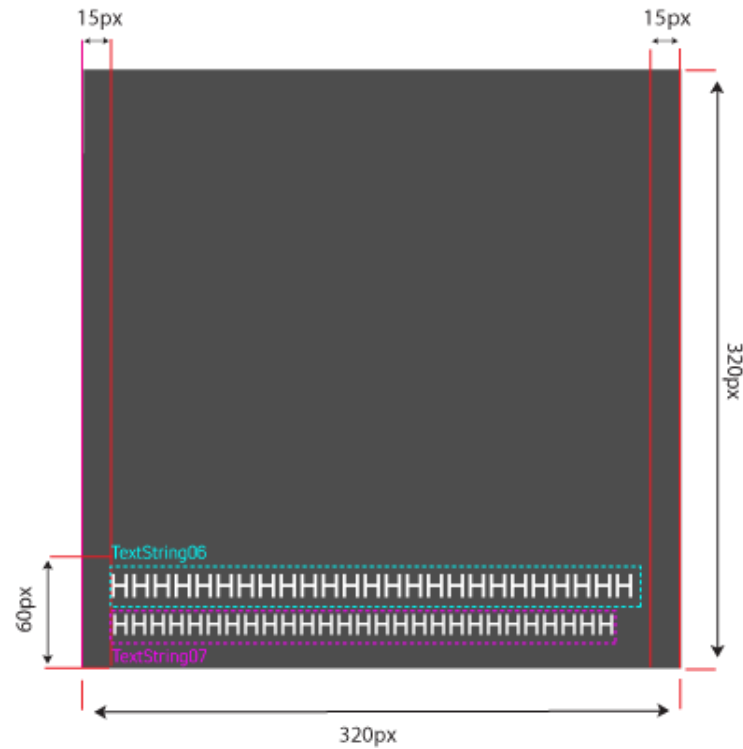
### TitleID (Mandatory):

- Used behind the scenes
- Contains localized game title

### TextString04 (Mandatory):

- Independent string that exists for each scheduled slot
- Displays in Download Token and Reminder UI
- Char Limit: 31

## SLOT MECHANICS FOR NON INTERACTIVE CONTENT ON PRIME TIME



### Non Interactive Content Slot:

- TV Slot Size: 320px X 320px
- Examples: Reminder, No Programming, General Channel Info
- Links To InfoDetailsPanel

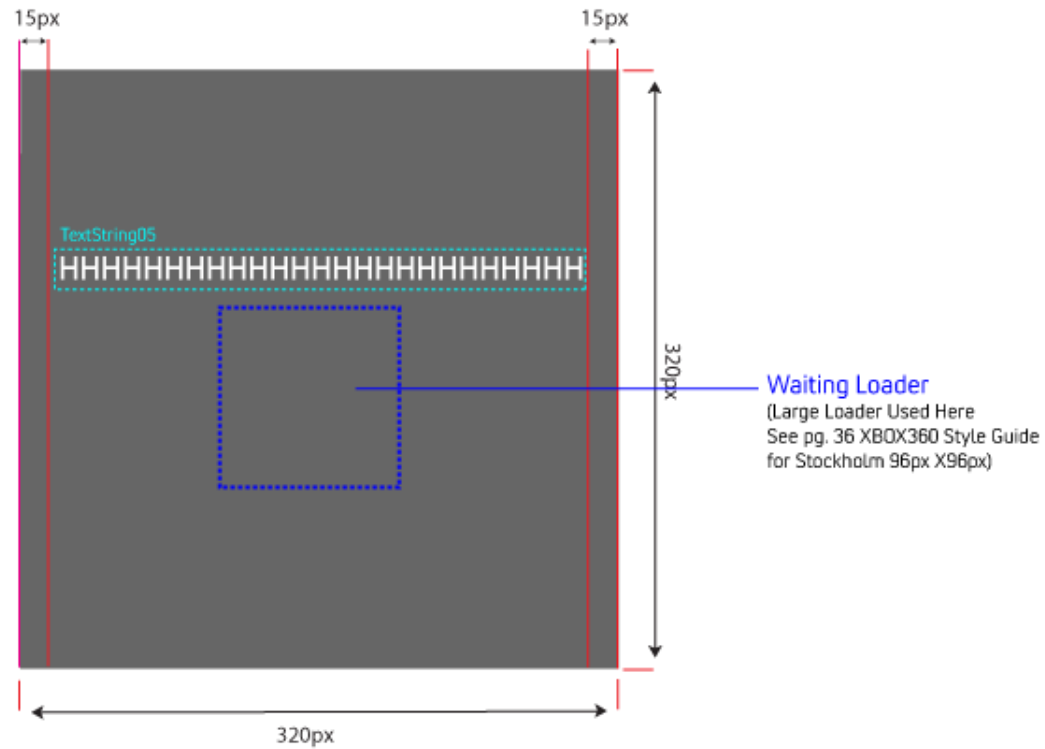
### TextString06 (Mandatory):

- Displays Type (i.e. No Programming Available)
- Char Limit: 25
- Font: Convection UI 20pt

### TextString07 (Mandatory):

- Displays Short Description (i.e. Check back soon)
- Char Limit: 28
- Font: Convection UI 18pt

## SLOT MECHANICS FOR LOADING CONTENT ON PRIME TIME



### Loading Content Slot:

- TV Slot Size: 320px X 320px

### Waiting Loader (96px X 96px):

- Use Large Loader (See pg 36 of XBOX Style Guide Stockholm)

### Background:

- Simple Background with slight Transparency

### TextString05 (Mandatory):

- Displays "Loading Content..."
- Char Limit: 19
- Font: Convection UI 20pt