



*C. Barnes*

August 16, 2013

Lawanda R. Gilbert, Acting Director  
NJ Board of Public Utilities  
Office of Cable Television  
44 South Clinton Avenue, 2<sup>nd</sup> Floor  
Trenton, NJ 08625-0350

AUG 21 2013

RE: *MSG Varsity Changes*

Dear Ms. Gilbert:

Please let this letter inform you and your staff that effective August 28, 2013 in all New Jersey systems MSG Varsity will launch a new multi-platform interactive strategy that will connect viewers to LIVE local high school sports content, while also offering improved functionality and a better overall experience on the screen of their choice – TV, Web or mobile. MSG Varsity will provide fans with the functionality to customize the high school sports content they receive on each platform.

As part of these changes to MSG Varsity, from August 27 through August 29, MSG Varsity linear channels 14 and 714 will be re-branded to the "Optimum Channel". The *Optimum Channel* will offer programming that entertains and informs customers about Optimum product and services from 9:00 a.m. – 12 midnight daily. Additional shows will be created with our programming partner, REELZ that includes content surrounding their services and up-coming shows, a dedicated 10 minute Optimum Local Business reel, 30 minutes worth of tutorials developed for "How-To" segments, and more. Paid programming will be shown from 12 midnight to 9:00 a.m.

MSG Varsity programming content will continue to be available on MSG Varsity Interactive Channel 614, Web and mobile devices.

The newly re-branded *Optimum Channel* for residential customers will move from the Optimum Economy and grandfathered Family package to the Broadcast Basic package and for business customers will move from the Optimum Business and Entertainment packages to the Broadcast Basic package.

Customers will be notified of this change through on-air banners and bill messages.

Should you have any questions, please do not hesitate to contact me at 609-571-9041 or by email at [tbarnes1@cablevision.com](mailto:tbarnes1@cablevision.com).

Please note the Government Affairs office for New Jersey is now located at 124 West State Street, Trenton, NJ 08608.

Sincerely,

R. Thurman Barnes  
Area Director Government & Public Affairs

cc: All affected Municipalities