

HISTORY

- 1981 • First satellite-delivered, 24-hr electronic program guide (EPG) was launched.
- 1985 • The EPG, Jr., an on-screen guide for smaller systems was launched.
- 1986 • **EPG offers local text / graphic ads with audio insertion**
- 1987 • R&D developed split screen format for Prevue Guide, condensed video to half screen.
 - **EPG offers local video insertion**
- 1988 • Joe Batson, President, presents first annual Prevue company off-site POW WOW Meeting.
 - Launched Prevue Guide service, first 24-hr video program promotion and listings channel.
 - Exceed 2 million subscribers.
 - Prevue Guide and Scripps Howard join forces to form Prevue Networks, Inc.
 - Debut of Prevue Tonight.
- 1989 • Prevue Guide delivers cross promo preview spots.
 - Exceeds 10 million subscribers
 - **Prevue Guide offers regional ads**
 - Prevue Guide offers optional current weather conditions.
 - Prevue Guide offers localized/regionalized national ads.
 - Cancom offering EPG Jr. services in Canada.
- 1990 • Corporation name changed to Prevue Networks, Inc.
 - Exceed 15 million subscribers.
 - Prevue Guide offers video local avails.
 - Debut of Sneak Prevue at Western Show in December.
- 1991 • Launched Sneak Prevue, the cable industry's first satellite-delivered system-specific, pay-per-view barker service. Later in year, upgrade distribution through laser disc technology.
- 1992 • Field testing interactive program guide - TV TRAKKER.
 - Olympics Triplecast teams with Prevue Networks for PPV and pay-per-day promotions of the Olympic events.
 - Prevue Guide launched in Canada.
 - Exceed over 28 million subscribers.
 - Prevue Guide unveils scrid format.
 - TV Decisions purchased by Prevue Networks. Prevue begins customizing programming sources in-house.
- 1993 • Planning for digital technology.
 - Prevue Guide becomes Prevue Channel.
 - TV TRAKKER, interactive program guide, is renamed Prevue Express.
 - Preparing for construction of Prevue Teleport in Tulsa.
 - Developing and implementing new Traffic system for Programming and Ad Sales.
 - Consultant hired to plan business strategy for International Markets.
 - Castro Valley test for multichannel PPV environment development.
 - First Letter of Agreement from Greater Rochester on Quickvue service.
- 1994 • Launched Canal Previsa in Mexico.
 - Trakker is renamed Prevue Interactive.
 - Canal Previsa is renamed Prevue Latino.
 - Announced plans for digital at the NCTA in May.
 - Delivered Prevue Express software for Time Warner Full Service Network in Orlando replacing TV Guide.
 - Start pressing two (2) Sneak disks per month.
 - Launched NEW Sneak Prevue.
- 1995 • Prevue Channel added over 400,000 subscribers in the first quarter.
 - National Ad Sales gross revenue was 50% higher than the same time in first quarter 1994.
 - Primestar proposal approved providing Prevue Channel on screen support.
 - Signed agreement with U.S. West providing Prevue Channel in June 1995.
 - Launched Sneak Strategist in 18 systems during first quarter.
 - Added new enhancements to Sneak including single title billboards, unlimited order pages and others.
- 1996 • Prevue Interactive selected by TCI as interface and navigation system for their All TV digital service.
 - Debut of Prevue Interactive at CTAM in July.
- 1997 • Prevue launches new TV ratings on Prevue Channel and Prevue Interactive.
 - Sneak Prevue forms joint venture with Starnet's "The Barker," giving Prevue the corner on PPV promotions market.
 - Prevue Online officially launches local listings for 250 Prevue Channel affiliates on June 1. Begin cross promotions of www.prevue.com in Prevue Channel scroll.
 - Prevue Channel now available in 47 million households.
 - Prevue begins collecting programming data for Premium and PPV through Tulsa's Data Collection Center in September. Also marks beginning of collection for all programming services supported by the Prevue line-up.
- 1998 • The Data Collection Center is fully operational on January 1, allowing Prevue to collect data for all programming services represented by the Prevue line-up.
 - Prevue Channel launches a new on-air look and new segments.
 - Prevue launches first ever consumer campaign in February promoting the new look and segments.
 - Prevue Online debuts new on-screen look.
 - Sneak Prevue offers affiliate base promotion of digital programming via laser disk.