



Annex 2 – BT marketing activity

BT

2

Media: Outdoor / Published: 24th July 2015



Source: Ebiquity



BT

Media: Press – Mail on Sunday / Published: 2nd August 2015

BT Sport brings you 38 exclusively live Barclays Premier League games this season. Plus it's the only place to watch the UEFA Champions League live.

bt.com/sport



12 UEFA Champions League games shown free to air on BT Sport Showcase 2015/16

Source: Ebiquity



BT

Media: Press – 17 broadsheet and tabloid newspapers / First published: 31st July 2015



The brighter,
bolder, more
beautiful game

Up to 4x the detail of Sky HD

Introducing the UK's first
Ultra High Definition channel,
only available on BT TV

To check availability visit bt.com/ultrahd
or call 0800 151 3322

BT Sport **ULTRA HD**

Ultra HD up to 4x resolution of Sky HD (3840x2160 vs 1920x1080 pixels). Compatible equipment and min line speed required. See bt.com/ultrahd. Approx 1 line Ultra HD event per week across the season.

Source: Ebiquity



BT

6

Media: Online - ESPN / Published: 17th July 2015

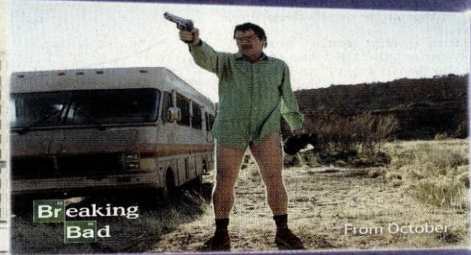
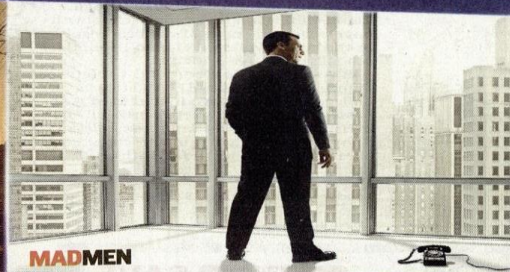
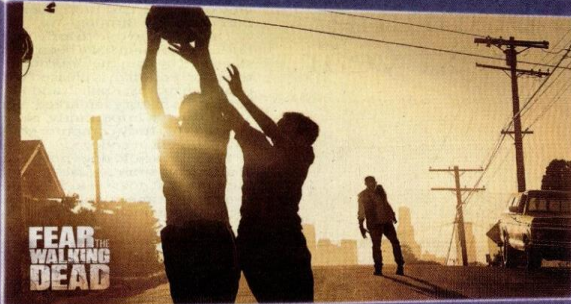


Source: Ebiquity



Media: Press – First published: August 2015

A new award-winning US drama channel, exclusively from BT.



The US network behind global sensations Breaking Bad and Mad Men launches on Friday 28th August.

Catch the eagerly anticipated original series, Fear the Walking Dead, Mondays at 9pm.

Free for our BT TV customers.
bt.com/amc



Big entertainment. Tiny prices.



Breaking Bad © 2008 Sony Pictures Television Inc. All Rights Reserved. AMC channel is free for BT TV customers enabled for internet channels. Requires min line speed. Re-contracting may apply.

