

CHARTER DVR :60

Video description:
(COOL MUSIC RUG THROUGHOUT
/JENNIFER SERVER: ANNOUNCER)

(show sports action clip)



AVO:

(Please note: Interchangeable offer-copy sections in red should all time out to 7 seconds each.)

He wants his TV shows

(show a decorating show clip)



She wants hers...

now make everyone happy



now make everyone happy.

take control



Take control with

Charter DVR™ logo
(Digital Video Recorder)
Call now: 1-866-XXX-XXXX



Charter DVR- Digital Video Recording

(Clips of show TBD rewind.)



**Pause and rewind live TV.
(SFX: Rewinding sound)...
pause and rewind live TV.**

record a movie while
watching the game

record a
movie
while watching
the
game

Or record a movie while
you're watching the game.

never miss a show

never miss
a **show**

You'll never miss a show with

Charter DVR logo
call now 1-866-XXX-XXXX

 **Charter
DVR**
call now
1-866-XXX-XXXX

Charter DVR.
Call now 1-866-XXX-XXXX

show dog barking (SFX phone ringing)



Walk the dog,
get home late
and watch TV on your
schedule

clips of famous shows - record light
starts pulsing

R
clip of
familiar
show?

Even record whole seasons
with a click of your remote.

no more tapes.
no more recording with VCRs

no tapes
no more
recording
with VCRs



No more tapes.
No more recording with VCRs.

records with the push of a button
(o in button moves)

records
with the push of a
button

DVR records with the push
of a button

watch what you want. when you want

watch
what you want
when
you want

Watch what you
want—when you want!

DVR records with the push of a button

: (show a sports action clip to
demonstrate action replay—like a
baseball run (SFX: rewind))



Even get instant replays—Want to
see that again?
(SFX: rewind)

Call now (SFX: rewind)
Call now 1-866-XXX-XXXX.

call now
1-866-XXX-XXXX

Call now (SFX: rewind)
Call now 1-866-XXX-XXXX.

no equipment to buy

no
equipment
to buy

There's no equipment to buy.

30-day money-back guarantee.
risk free.

30 day
money-back
guarantee
risk-free

And there's a money-back
guarantee—so it's risk-free.

Get TV on your schedule



Get TV on your schedule.

(Charter logo, "get hooked" tag-line slides in.)

call now 1-866-XXX-XXXX. www.charter.com

(LEGAL:) Certain restrictions apply. Call for details. Offer ends XX,XX,2004.

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Call to order Charter DVR
1-866-XXX-XXXX
www.charter.com

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Get Charter. Get hooked.
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1-866-XXX-XXXX.