



2010 Masters: Snapshot of AT&T Three-Screen Content

Only AT&T gives you three ways to experience the 2010 Masters Tournament – on the TV, the PC *and* the mobile phone.

CONTENT	AVAILABILITY	AT&T SCREENS
LIVE COVERAGE (All times ET)		
Masters Extra – Play-by-play action is available before cable and network broadcast coverage begins.	April 8 & 9: 1:00 – 4:00 p.m. April 10: 2:30 – 3:30 p.m. April 11: 1:00 – 2:00 p.m.	Wireless: AT&T Mobile TV (<i>Select TV, Masters channel</i>) MobiTV: (<i>Select My Stuff, Applications, MobiTV, Masters</i>) U-verse TV: Channels 627 (SD), 1627 (HD) PC: AT&T Fan Zone (http://fanzone.att.net)
Par 3 Contest – A tradition since 1960, Tournament players, non-competing past champions and honorary invitees participate in the contest.	April 7: 3:00 – 5:00 p.m.	Wireless: AT&T Mobile TV, MobiTV U-verse TV: Channels 624 (SD), 1624 (HD) PC: AT&T Fan Zone
Amen Corner Live – Live coverage of the famous 11th, 12th and 13th holes.	April 8 & 9: 10:45 a.m. – 7:00 p.m. April 10: 12:00 – 7:00 p.m. April 11: 11:45 a.m. – 7:00 p.m.	Wireless: AT&T Mobile TV, MobiTV U-verse TV: Channels 625 (SD), 1625 (HD) PC: AT&T Fan Zone
15th / 16th Live – Live coverage of the 15th and 16th holes.	April 8 & 9: 11:45 a.m. – 7:00 p.m. April 10: 1:00 – 7:00 p.m. April 11: 12:45 – 7:00 p.m.	Wireless: AT&T Mobile TV, MobiTV U-verse TV: Channels 626 (SD), 1626 (HD) PC: AT&T Fan Zone
Featured Group – Live shot-by-shot coverage of a selected pairing throughout the Tournament.	April 8 & 9: 10:30 a.m. – 7:00 p.m. April 10: 12:30 – 7:00 p.m. April 11: 12:15 – 7:00 p.m.	Wireless: AT&T Mobile TV, MobiTV U-verse TV: Channels 628 (SD), 1628 (HD) PC: AT&T Fan Zone
CBS and ESPN – Live tournament coverage.	ESPN: April 8 – 9 CBS: April 10 – 11	Wireless: AT&T Mobile TV, MobiTV (CBS live feed on April 10 – 11) U-verse TV: CBS: Channels 623 (SD), 1623 (HD) or local CBS affiliate ESPN: Channels 624 (SD), 1624 (HD)
APP		
2010 Masters – Browse four Masters channels at once with our Masters Multiview, and access an up-to-date leader board, player scorecards, stats and bios, news updates, tournament photos, video archives, a course map and flyovers of Augusta National Golf Club.	Available today.	U-verse TV: Channels 622 (SD), 1622 (HD)
ON DEMAND CONTENT		
Masters Moments – A series of 24 vignettes highlighting classic action from past Tournaments.	Available beginning April 1. Archived for 60 days after the tournament.	Wireless: AT&T Mobile Video (<i>Select Mobile Video, Sports, 2010 Masters</i>), MobiTV U-verse TV: On Demand library PC: AT&T Fan Zone, AT&T Entertainment
Latest News and Leader board	Available beginning April 5.	Wireless: Mobile Web (<i>Select MediaNet, Sports, The Masters</i>)
Player Interviews – Two to six scheduled and ad-hoc interviews will air each day throughout the week.	Available beginning April 6. Archived for 60 days after the tournament.	Wireless: AT&T Mobile Video U-verse TV: On Demand library PC: AT&T Fan Zone
Masters TV (Masters Today and Masters Tonight) – Shows include daily previews and wrap-ups. One show daily Sunday – Tuesday; two shows daily Wednesday – Sunday.	Available beginning April 5.	Wireless: AT&T Mobile Video PC: AT&T Fan Zone