

# Western Video Market Satellite Auctions to be Broadcast on DISH Network

REGISTER **NOW** to watch on DISH Channel 9612

Western Video Market cattle auctions will now be viewable on a "private" channel on your DISH Network system. In order to receive these broadcasts, your receiver will require authorization. This authorization is a *one-time event* and is being provided at "no cost" to WVM viewers. Broadcast International will be assisting in the collection and authorization of each site.

Please call: **1-800-747-1675** and speak to an operator regarding your authorization. When you call, you will be asked for your phone number (including area code) as well as your DISH Network Receiver Number and DISH Network Smart Card Number. Those numbers can be collected as follows:

*Using your DISH Network remote, choose:*

**\* Main Menu / \* System set-up / \* Installation / \* System Info**

The System Info screen will list the Receiver and Smart Card numbers.

The Receiver number will begin with: **R00** / The Smart Card number will begin with: **S00**

Once you've retrieved your numbers: Call **1-800-747-1675** and you'll be registered to watch.

*You should be aware that on the DISH Network broadcast there is a lag time of 3-5 seconds from the real time of the sale. If you plan to be bidding on cattle and watching WVM on DISH Network, please turn down your volume and listen to the sale through the telephone.*

The sale will continue to be available on C-Band satellite dishes (the big ones).

We also remain very excited about the possibilities being opened up by the Internet and the associated satellite technology. You can also view Western Video auction broadcasts on the Internet...in nearly REAL TIME.

Please visit [www.wvmcattle.com](http://www.wvmcattle.com) for details on our Internet live streaming video.

If you have questions or comments, please e-mail us at: [wvm@wvmcattle.com](mailto:wvm@wvmcattle.com)  
[<mailto:wvm@wvmcattle.com>](mailto:wvm@wvmcattle.com)  
or phone: (530) 347-3793

We feel strongly about the benefits of the video cattle auction and believe that selling cattle by video should remain affordable and accessible for Western cattlemen. We appreciate the support we've received over the years from both buyers and sellers and we believe all the outlets mentioned above make Western Video Market auctions available to as many of you as possible. **We appreciate what you all do for us.**