



Your Cable bill *explained*



Your Bill Explained:

FRONT PAGE SUMMARY

The first page summaries all elements of this bill

1 Your address

This is the billing address you give us. If you wish to change it, just get in touch.

2 Important dates

These are key dates relating to your bill.

▶ **Payment by ...** - This tells you when payment is due, or if Direct Debit when it will be collected.

▶ **Bill period** - This tells you the period your bill covers. It can include arrears charges for service changes and advance charges for your next period.

3 Account detail

▶ **Bill date** - This is the date that your bill was generated.

▶ **Account number** - This is unique to you, and you will need this when contacting us about your account.

▶ **Area reference** - This tells you what Virgin Media billing region you live in. You'll need this when registering for eBilling.

4 Owed from last bill

This is the balance / amount (if any) still owing from your last bill.

5 Your package

This is the sub-total for your advanced service charges. This amount covers all package services for the forthcoming period. Check out page 3 for the full detail.

6 Other fees, charges & credits

This is the sub-total for any additional billing fees, installation charges or service credits. Check out page 4 for full detail.

7 Usage charges total

This is the sub-total for all usage charges generated since your last bill. Check out page 5 for full detail.

8 Amount due

This is the total amount due for your bill this month. If you have anything owing from your last bill (see point 4), this will be included in this amount. If you pay by Direct Debit, this is the amount that will be debited from your account on the date shown.

9 Bill message area

This is where we will let you know important detail about your account. It is also where from time to time we'll highlight any changes, whether that be service related or just for information purposes.

10 Marketing message

Watch out for our latest deals... We'll use this space to keep you in the know about any deals or offers that we think you might be interested in.



00000001 N1LE039A 000861 34700 1113235011

Mr Richard Branson
160 Great Portland Street
London
W1W 5QA

Your Bill

i Here's your monthly bill, we've noticed that you have not....

- registered to get your bill online, eBill will save you £XX a year.

- watched a Movie On Demand, remember with Virgin Media you have a selection of over 500 movies to watch whenever you want.

Important dates

PAYMENT BY DIRECT DEBIT DUE

16 NOV

BILLING PERIOD

16 NOV - 15 DEC

Bill date: 29th Oct 2010

Account number: 123456789

Area reference: 99

Page no: 1 of 6

This is not a tax invoice.

Bill summary

Owed from last bill (page 2) £XX.XX

Your package (page 2) £XX.XX

Other fees, charges & credits (page 3) £XX.XX

Usage charges (page 4)

• On demand charges £XX.XX

• Interactive service charges £XX.XX

• Interactive service credits CR £XX.XX

• Telephone calls £XX.XX

Usage charges total £XX.XX

Amount due £XX.XX



Your payment will be taken by Direct Debit on or immediately after 16th November 2010

Marketing Message Here

Your Bill Explained:

MONTHLY PACKAGE & PAYMENTS

1 Your last bill amount

Just for information, this is the total of your last bill.

2 Total payment received

This is where we confirm any payments received since your last bill. If your bill isn't paid on time, you may also see a £10 late payment fee here.

3 Owed from last bill

This is the total balance owing (if any) from your last bill. In other words, any monies still due from previous bills.

4 Your package

This is where we show you what makes up your package. All charges are for the period displayed at the top of the section.

5 Bundle charges

This is where you'll find your core services that are included within your bundle, such as TV, Broadband, Phone and associated features.

Don't forget, when you bundle your services with us you'll benefit from great savings over buying them individually.

6 Promotional offer(s)

If you've taken advantage of one of our many special offers, this is where we'll show how much you save. If your offer is fixed term, we'll also tell you on what date the offer ends.

Ways to Pay:

Direct Debit *(the simplest way to pay and you save £60 a year)*

Direct Debit is the best way to pay your bill. Your account is automatically debited on or around the date displayed under the 'Amount due'. To set up a Direct Debit, visit virginmedia.com/myvirginmedia or call our team on 150 from a Virgin Media home phone.

Debit or Credit Card



Pay with Maestro, Delta, Electron, Mastercard or Visa in various ways:

- Online at www.virginmedia.com/payments (You'll need your payment reference number and area reference)
- Over the phone – just call our team and follow the prompts

7 Phone line rental

If you've taken our Virgin Media home phone product, we'll display the line rental for it here. All phone features (such as Talk Unlimited) are detailed within your bundle.

8 Premium add-ons

If you subscribe to any premium products such as Sky Sports / Movies, we'll display them here.

9 Your package total

This is your package total for the forthcoming period. It includes all service charges, rentals, discounts and additional premium channels.

If you've changed services or generated usage charges, those charges / credits will be displayed separately.

10 Help tips

We all need a little help from time to time, so we thought it would be a good idea to include some within the bill. They'll mostly appear when something has changed, but they may also include guides around your services with us.



| | |
|-----------------|-----------------|
| Bill date: | 29 Oct 2010 |
| Bill period: | 16 Nov - 15 Dec |
| Account number: | 123456789 |
| Area reference: | 99999 |
| Page No: | 2 of 6 |

Got a question or need some help?
Visit virginmedia.com/help

Your bill breakdown

Payment detail

| | | |
|----------------------------|---------------------|---------------|
| Your last bill amount | | £XX.XX |
| Date: | Description: | Amount: |
| 25 Oct | Payment - Thank you | CR £XX.XX |
| 28 Oct | Late Payment Charge | £XX.XX |
| Total payments received | | CR £XX.XX |
| Owed from last bill | | £XX.XX |

Your package

These changes are for the period: 16th November – 15th December

Bundle charges

| | | |
|----------------------|--------------------|--------|
| ✓ Talk unlimited | ✓ Free Voicemail | |
| ✓ Broadband size XXL | ✓ TV size XL | |
| ✓ V+HD Box | ✓ 1 Additional box | |
| Bundle charges total | | £XX.XX |

Promotional offer(s)

| | | |
|---|--|-----------|
| ✓ £XX off TV XL for 6 months. Saving ends 15 April 2011 | | |
| Promotional offer(s) | | CR £XX.XX |

Phone line rental

| | | |
|-------------------------|--|--------|
| ✓ Telephone Line Rental | | |
| Phone line rental total | | £XX.XX |

Premium add-ons

| | | |
|--------------------------|--------------------------|--------|
| ✓ SkyMovies 2-4 Channels | ✓ SkyMovies 1-5 Channels | |
| Premium add-ons total | | £XX.XX |

| | | |
|---------------------------|--|----------------|
| Your package total | | £XXX.XX |
|---------------------------|--|----------------|

10 Your package explained

Get more, save more.

Getting broadband, TV and phone services from one handy place can save you money... and hassle.

So you're better off by far.

* Provided to you by Virgin Media Entertainment.
All other services are provided to you by Virgin Media Ltd.

Your Bill Explained:

OTHER FEES, CHARGES & CREDITS

These cover all non-service related transactions.

1 Billing & payment fees

This section includes fees associated with sending you paper bills, or any payment handling charges for taking payment by other means than Direct Debit.

At any time you can avoid these charges, and here's how you can do it:

Pay your bill by Direct Debit

To set-up a Direct Debit you can do any of the following:

Online - visit virginmedia.com/myvirginmedia
Phone - call 150 from a Virgin Media home phone

Register for eBilling

To register for eBilling you will need to do the following:
visit us at virginmedia.com/myvirginmedia and click on 'Register'.

You'll need your account number and area reference, which are found at the top of your bill.

2 One-off charges and credits

Expecting any one-off charges or credits? If so, this is where you'll find them.

Common charges or credits found here cover things like installation / activation fees.

3 Premium add-on adjustments

If in the rare occasion you experience an issue with your premium channels, here is where we will display any corrective adjustment.

4 Other fees, charges & credits total

This is the sub-total for any additional / one-off fees or credits applied this month.

This figure is displayed within the summary on the front page.

5 Help tips

We'll use help tips throughout the bill when we know something new or different is included.

We may also use these to help you get the most out of your services with us.



Bill date: 29 Oct 2010
Bill period: 16 Nov - 15 Dec
Account number: 123456789
Area reference: 99999
Page No: 3 of 6

Got a question or need some help?
Visit virginmedia.com/help

Your bill breakdown (continued)

Other fees, charges & credits

Billing & payment fees

At any time you can opt to change how you pay and save money - please see back of first page

| Description: | Amount: |
|---|--------------|
| Paper bill charge | £X.XX |
| Payment handling charge** | £X.XX |
| Billing & payment fees total | £X.XX |

One-off charges & credits

| Date: | Description: | Amount: |
|--|----------------------|--------------|
| 16 October 2010 | V+ Activation charge | £X.XX |
| 16 October 2010 | V+ Activation credit | CR £X.XX |
| One-off charges & credits total | | £X.XX |

Premium add-on adjustments

| Date: | Description: | Amount: |
|---|------------------|-----------------|
| 16 October 2010 | Sky Sports Fault | CR £X.XX |
| 16 October 2010 | Sky Movies Fault | CR £X.XX |
| Premium add-on adjustments total | | CR £X.XX |

Other fees, charges & credits total £X.XX

What are billing & payment fees?

These are extra charges to pay if you've chosen to receive paper bills or pay in any other way other than by Direct Debit.

It's easy to avoid these charges by switching to eBilling or Direct Debit.

** Provided to you by Virgin Media Payments Ltd.
All other services are provided to you by Virgin Media Ltd.

Your Bill Explained:

USAGE CHARGES

Includes all Movies, on-demand and call made since your last bill.

1 On demand charges

Watched any movies or music videos on-demand? If you have this is where we'll display them.

2 Interactive service charges

Played any Interactive games or voted using the red button? If you have, this is where you'll find the charges.

3 Interactive service credits

Congratulations! If you've won anything by playing Interactive Services, this is where you will see your winnings.

We only display prizes valued under £5, anything over that amount will be sent to you separately.

4 Telephone calls

If you've taken a Virgin Media home phone with us and have made chargeable calls, this is where they'll be displayed.

Your default call itemisation threshold is 50p, that means any calls that cost less than that will not be shown on your bill.

If you'd like to change your threshold please call our team on 150.

5 VAT on calls

VAT for calls is calculated separately, and added at the point we bill you. The VAT stated only covers calls, and is added to your 'Call charge total' to create your 'Telephone Calls Total'.

6 Usage charge total

This is the sub-total for all usage generated since your last bill. It will include all movies, interactive, prizes and calls.

This total along with the summarised section totals will be included within your front page summary.

7 Call itemisation below threshold

Unless requested your default call itemisation threshold is 50p. For all chargeable calls that are outside your tariff but under your threshold, we'll display them like this in a summary.

8 Call itemisation above threshold

This is where we'll display all calls that are above your itemisation threshold.

If you've requested a fully itemised bill, we'll only display chargeable calls here.



Bill date: 29 Oct 2010
Bill period: 16 Nov - 15 Dec
Account number: 123456789
Area reference: 99999
Page No: 4 of 6

Got a question or need some help?
Visit virginmedia.com/help

Your bill breakdown (continued)

Usage charges

On demand charges (Movies, music, events)

| Date ordered: | Description: | Amount: |
|---------------|---------------------------|---------|
| 16 October | Shank (15) | £X.XX |
| 18 October | From Paris with love (15) | £X.XX |

On demand charges total £XX.XX

Interactive service charges (Games, red button, voting)

| Date ordered: | Description: | Amount: |
|---------------|-------------------------------------|---------|
| 20 October | Game - Time machine muddle (Turner) | £X.XX |
| 27 October | Game - Flag frenzy (Turner) | £X.XX |

Interactive service charge total £X.XX

Interactive service credits (Games, red button, voting)

| Date ordered: | Description: | Amount: |
|---------------|-------------------------------------|----------|
| 20 October | Game - Time machine muddle (Turner) | CR £X.XX |
| 27 October | Game - Flag frenzy (Turner) | CR £X.XX |

Interactive service credits total CR £XX.XX

Telephone calls for 0000 000000

| | |
|--|--------|
| Calls below your itemisation threshold (default - calls below 50p) | £XX.XX |
| Calls above your itemisation threshold (default - calls above 50p) | £X.XX |

Call charge total (exclusive of VAT) £XX.XX

Telephone calls for 1111 111111

| | |
|--|--------|
| Calls below your itemisation threshold (default - calls below 50p) | £XX.XX |
| Calls above your itemisation threshold (default - calls above 50p) | £X.XX |

Call charge total (exclusive of VAT) £XX.XX

VAT (VAT on Telephone calls charged @20.0% on £XX.XX) £X.XX

Telephone Calls Total £XX.XX

Usage charges Total £XX.XX

Your selected call itemisation breakdown for telephone number 0000 000000

Calls below your itemisation threshold (default - calls above 50p)

| Number of calls since last bill: | Duration: | Cost: |
|----------------------------------|------------|--------|
| XX | Mins: Secs | ex-VAT |
| XX | XX:XX | £XX.XX |

Calls above your itemisation threshold (default - calls above 50p)

| Date of call: | Time of call: | Call destination: | Number called: | Duration: | Cost: |
|---------------|---------------|-------------------|----------------|------------|--------|
| | | | | Mins: Secs | ex-VAT |
| Fri 01 Oct | 00:29 | Spec serv | xxxxx xxxxxx | x.xx | x.xx |
| Sat 02 Oct | 20:49 | Fixed fee | xxxxx xxxxxx | x.xx | x.xx |
| Sat 20 Oct | 15:54 | Mobile | xxxxx xxxxxx | x.xx | x.xx |
| Sun 21 Oct | 20:16 | Mobile | xxxxx xxxxxx | x.xx | x.xx |

Total for itemisation £X.XX

Unless shown, all services are provided to you by Virgin Media Ltd.

Your Bill Explained:

MAKING A CHANGE

This is how your bill will change when your services are updated.

1 Changes to bundle

Bundle charges are only for services provided to you by Virgin Media Ltd.

When you make changes to your services we need to adjust your account accordingly. As you know we bill for services in advance, so when a product or service is removed or upgraded we need to credit you back for the days you haven't used but that you have already paid for.

If a product or service has been upgraded or added, you will see a pro-rata charge for the additional days you've received the product. These additional days are the days between activation and when your next bill period starts.

If your services have been suspended due to lack of payment, you will also see adjustments displayed this way. In that scenario, the credits relate to unavailable services, and charges relate to re-activations.

3 Last month's changes total

This is the cumulative total value of all adjustments made on your last bill. It includes any charges or credit due.

2 Changes to Premium add-ons

Premium add-on changes are only for Premium products or services amended on your package.

On page 2 of your bill

After 'Payment detail'

| Last month's changes | |
|--|------------------------|
| These changes are for the period: 3rd November – 15th November | |
| 4 Changes to Bundle | |
| Note: by combining services into a bundle you automatically enjoy a saving. By changing your bundle, that saving will also be updated. | |
| Credits (for services removed) | |
| Date: | Description: |
| 03 Nov - 15 Nov | TV Size M+ |
| Charges (for services added) | |
| Date: | Description: |
| 03 Nov - 15 Nov | TV Size XL |
| 5 Changes to Bundle total £XX.XX | |
| Changes to Premium add-ons | |
| Charges (for services added) | |
| Date: | Description: |
| 03 Nov - 15 Nov | SkyMovies 2-4 Channels |
| 6 Changes to Premium add-ons total £XX.XX | |
| 7 Last month's changes total £XX.XX | |

1 changes to package explained

With Virgin Media you pay for your services one month in advance. When you change your package during the month we'll adjust your next bill to reflect those changes.

It may also include credits following any suspension of services.

2 credit details explained

We have credited you back for the part of the month (dates shown) where we charged for the service but you didn't receive them.

3 charge details explained

We have charged you for the part of the month (dates shown) where you received the new service(s).

4 Changes to bundle

When changes are applied to your account we will display them in two categories.

Credits - where a product or service has been removed, we have credited you for the days you previously paid for but did not use.

Charges - where a product or service has been added, we have charged you at the new rate for the days in-between the date of change and the first day of your next billing period.

Note: when a discount or campaign offer is removed, they'll appear as a charge with in section. Don't worry, this is just how we reverse a discount you've already received.

On the front page of your bill

| Bill summary | |
|--|----------------|
| Owed from last bill (page 2) | £XX.XX |
| Changes last month (page 2) | |
| • Changes to Bundle | £XX.XX |
| • Changes to Premium add-ons | £XX.XX |
| Last month's changes total | £XX.XX |
| Your package (page 3) | £XX.XX |
| Other fees, charges & credits (page 3) | £X.XX |
| Usage charges (page 4) | |
| • On demand charges | £XX.XX |
| • Interactive service charges | £XX.XX |
| • Interactive service credits | CR £X.XX |
| • Telephone calls | £XX.XX |
| Usage charges total | £XX.XX |
| Amount due | £XXX.XX |

5 Changes to bundle total

This is a sub-total for all adjustments made against bundle charges provided by Virgin Media Ltd.

6 Changes to Premium add-ons total

This is a sub-total for all adjustments made against Premium services in your package

7 Last month's changes total

This is the cumulative total value of all the adjustments made on your bill. (as per bullet 3 above)

8 Help tips

We all need a little help from time to time, and making changes to your service is an important and exciting time. Help tips will give you guidance as to what and why a charge / credit is applied.