

# INFORMATION CIRCULAR TO THE PAY TV INDUSTRY IN RESPECT OF IMDA'S DECISION ON EXEMPTION FROM OBLIGATIONS UNDER PARAGRAPH 2.7 OF THE MEDIA MARKET CONDUCT CODE ("CODE") IN RELATION TO FREE PREVIEW OF PREMIER LEAGUE ("PL") CONTENT

**4 August 2017**

1. In July 2017, IMDA granted SingNet Pte Ltd ("**SingNet**") an exemption from its obligations under Paragraph 2.7 of the Media Market Conduct Code ("**Code**") to cross-carry the offering of free preview of PL content to consumer and corporate subscribers on the Singtel TV platform from 4 August 2017 to 14 August 2017 ("**National Day PL Free Preview**"). This industry circular sets out IMDA's considerations in relation to the above.

## IMDA's considerations

2. In assessing SingNet's exemption application to offer the National Day PL Free Preview, IMDA considered that:
  - (a) SingNet has not been regularly offering the PL content as a free preview on the Singtel TV platform only, and the National Day PL Free Preview is proposed to be offered on a one-off basis for a short period from 4 to 14 August 2017, with the broadcast of 10 "live" matches only;
  - (b) SingNet will be opening up all Singtel TV channels<sup>i</sup> for free preview on the Singtel TV platform during the same period;
  - (c) the free preview of all Singtel TV channels is accessible by all Singtel TV subscribers on the Singtel TV platform; and
  - (d) free previews of all channels will provide customers with an opportunity to review the content and make an informed decision as to whether to subscribe to packages that include the PL content.
3. IMDA is satisfied that the National Day PL Free Preview proposed by SingNet is not intended to circumvent the objectives and effectiveness of the cross-carriage measure. IMDA therefore granted SingNet's exemption request, subject to the condition that SingNet shall not advertise or promote the National Day PL Free Preview publicly except to its existing Singtel TV subscribers on the Singtel TV platform three days prior to the start of the National Day PL Free Preview.
4. IMDA would highlight that IMDA's assessment of any free preview will be made on a case-by-case basis, and the fact that IMDA has not raised any objection to the National Day PL Free Preview shall not be taken as precedence, or create any form of legitimate expectation that IMDA would approve any other free preview that may be submitted to IMDA subsequently.
5. Any queries on this industry circular may be addressed to:

The Infocomm Media Development Authority of Singapore  
Attn: Ong Tong San, Cluster Director (Competition & Resilience Development)  
Email: [ILO@imda.gov.sg](mailto:ILO@imda.gov.sg)

---

<sup>i</sup> For consumer customers, the following channels will not be available: ftv.com (HD), Lifestyle Network, The Filipino Channel, ABS-CBN Sports+ Action, Season pass titles, and all on-demand channels and VOD content. For corporate customers, the following channels will not be available: ftv.com (HD), Lifestyle Network, The Filipino Channel, ABS-CBN Sports+ Action, Season pass titles, all on-demand channels and VOD content, Sony Channel, iTV Choice (HD), Thrill, Jia Le Channel (HD), News 18, Rishtey Asia, and KIX HD.