

MDA/DP/2010/31/2-1 VOL 01

14 July 2015

DID : +65 6577 3828

Fax : +65 6577 3888

Email : Gabriel_Lim@mda.gov.sg

SingNet Pte Ltd
31 Exeter Road, Comcentre #05-00
Singapore 239732
FAX: 67335597
Attention: Mr Sean Slattery (Vice President)
Regulatory & Interconnect

Dear Sir,

SINGNET'S NOTIFICATION OF ADDITION OF CHANNELS AND PRICE INCREASE TO VALUE PACKS

1. The Media Development Authority of Singapore ("**MDA**") refers to:
 - a. MDA's decision dated 16 February 2015 (the "**2015 Exemption**") in relation to the applications submitted by SingNet Pte Ltd ("**SingNet**") for exemption of its obligations under Paragraph 2.7 of the Code from cross-carrying certain channel packages containing the BPL Content and other non-BPL Content ("**Other Content**") (referred collectively as the "**BPL Bundles**"), such that SingNet would only cross-carry the channel package containing solely the BPL Content ("**Standalone BPL**") on every Receiving Qualified Licensee's ("**RQL**") Relevant Platform(s);
 - b. MDA's further decisions in relation to SingNet's further requests for exemptions in respect of the BPL Content dated 25 February 2014 (the "**MDA's Further Decisions**"); and
 - c. SingNet's letter to MDA dated 2 July 2015 (the "**2 July 2015 Letter**") on the addition of channels and price increase to the Value Packs (previously termed "Revised Gold Packs").

2. MDA notes that SingNet intends to add the following new channels (the “**New Channels**”) to the Value Packs with effect from 1 September 2015:

Name of Channel(s)	Name of Value Pack(s)
Discovery Channel	Jingxuan Value Pack
TLC	Inspirasi Value Pack
Animal Planet	Kondattam Value Pack
Discovery Science	Desi Value Pack
DMAX	Action Value Pack
Eve	<i>*these channels are offered as part of the Family Starter Pack, which is one of the components of each of the Value Packs mentioned above.</i>
Discovery HD World	
ITV Choice	
Mezzo	
Waku Waku Japan (HD)	

3. MDA also notes that SingNet is seeking MDA’s approval to increase the prices of the Value Packs, which are currently exempted from cross-carriage by way of the 2015 Exemption, with effect from 1 September 2015 as a result of the addition of the new Channels to the Value Packs. In this respect, SingNet has submitted that:
- the public interest considerations in MDA’s 2015 Exemption remain in place and intact in relation to the revised prices of the Value Packs;
 - SingNet will continue to offer the current Value Packs to customers between now and until the revised prices of the Value Packs come into effect; and
 - the price of the mio Stadium+ Pack on both the SingNet and SCV platforms remain unchanged.
4. Having carefully considered SingNet’s request and representations in the 2 July 2015 Letter, MDA is satisfied that the considerations detailed in paragraphs 5 and 6 of the 2015 Exemption will continue to apply, and the public interest will continue to be served by exempting SingNet from making available the BPL Bundles (including the Value Packs) for transmission and reception to consumer and business customers on every RQL’s Relevant Platform(s) and to offer only the Standalone BPL Content for cross-carriage.
5. MDA hereby maintains its decision in the 2015 Exemption to exempt SingNet from making available the channel packages listed in the updated **Annex A** and **Annex B** for transmission and reception to consumer and business customers on every RQL’s

CONFIDENTIAL

Relevant Platform(s) under Paragraph 2.7.4(a)(i) of the Code (read with Paragraph 1.8.1 of the Code). This includes the Value Packs, which shall remain exempt from the obligation under Paragraph 2.7 of the Code following the price increase on 1 September 2015.

6. For the avoidance of doubt, MDA's Further Decisions in relation to (i) the addition of new channels into the Value Packs and (ii) the offer of free previews which do not contain the BPL Content to subscribers of the Value Packs on the SingTel TV platform only shall continue to hold. The terms and conditions detailed in paragraphs 11, 12 and 13 of the 2013 Exemption shall also continue to hold.
7. Please note that nothing in this letter shall preclude MDA from withdrawing or varying the 2015 Exemption granted, if it has reasonable grounds for:
 - a. believing that there has been a material change of circumstances; or
 - b. suspecting that the information on which the 2015 Exemption is based was incomplete, false or misleading in a material particular.
8. Any clarification required on this letter must be made in writing addressed to Ms Lee Ee Jia and emailed to Lee_Ee_Jia@mda.gov.sg. Please note that any query or clarification from SingNet shall not affect SingNet's obligation to comply fully with this decision.
9. Please email the attached acknowledgement reply to Lee_Ee_Jia@mda.gov.sg upon receipt of this letter.

Yours faithfully



Gabriel Lim
Chief Executive Officer
Media Development Authority of Singapore

ANNEX A

SingNet's channel packages containing BPL Content; those BPL Bundles shaded in grey were the subject of the 2013 Exemption.

Name of pack/ bundle	Price of pack/ bundle (w/GST)	BPL Content in pack/ bundle	Non-BPL Content in pack/ bundle
Consumer Customers			
Mio Stadium+ Pack	\$59.90/mth	Nine (9) BPL channels, including Multiview channel and SVOD channel	None
JingXuan Gold	\$69.90/mth		World Sports pack, Family+ pack, Movies pack, Chinese Movies pack, JingXuan pack
Inspirasi Gold	\$64.90/mth		World Sports pack, Family+ pack, Movies pack, Inspirasi pack
Kondattam Gold	\$64.90/mth		World Sports pack, Family+ pack, Movies pack, Kondattam pack
Action Gold	\$64.90/mth		World Sports pack, Family+ pack, Movies pack, Metro pack
Corporates (i.e. business customers excluding hotels and hospitals)			
Mio Stadium Pack ¹	\$800 for 1 st screen \$428 for subsequent screen	Nine (9) BPL channels, including Multiview channel and SVOD channel	None
Sports Pack ²	\$888 for 1 st screen \$498 for subsequent screen	Nine (9) BPL channels, including Multiview channel and SVOD channel	Fox Sports, STAR Sports, Fox Sports News, Fox Sports Plus
Sports Pack Plus ³	\$1,078 for 1 st screen \$598 for subsequent screen		Fox Sports, STAR Sports, Fox Sports News, Fox Sports Plus, Four (4) mio Sports channels, Setanta Sports, All Sports Network
Hotels			
Mio Stadium	\$0.46/room/day	Seven (7) BPL channels	None
Mio Stadium Flexi Bundle	\$0.68/room/day	Seven (7) BPL channels	Any 2 channels from 52 channels ⁴
Hospitals			
Mio Stadium	\$17/screen/month	Seven (7) BPL channels	None
Mio Stadium Flexi Bundle	\$25/screen/month	Seven (7) BPL channels	Any 2 channels from 52 channels ⁴

¹ Price based on 1-year contract. For 2-year contract, it is \$688 for 1st screen and \$428 for subseq screen.

² Price based on 1-year contract. For 2-year contract, it is \$748 for 1st screen and \$498 for subseq screen. For no contract, it is \$1,188 for 1st screen and \$498 for subseq screen.

³ Price based on 1-year contract. For 2-year contract, it is \$938 for 1st screen and \$598 for subseq screen. For no contract, it is \$1,378 for 1st screen and \$598 for subseq screen.

⁴ The 52 channels are drawn from Family+, World Sports, Metro, JingXuan, Inspirasi and Kondattam packs.

ANNEX B

SingNet's revised channel packages containing BPL Content; those Revised BPL Bundles shaded in grey are the subject of the 2015 Exemption.

[Intentionally deleted for the purpose of this Information Circular – details to be announced by SingNet with respect to its offering of the channel packages.]