**ADVISORY ON NOTIFICATION OF QUALIFIED CONTENT**

Paragraph 2.7.1 (e)(i) of the Media Market Conduct Code states that "A Supplying Qualified Licensee ("SQL") must notify MDA of its Qualified Content ("QC") in such form and manner as specified by MDA <u>within 5 working days</u> after a channel or programming content, or bundled channel or bundled programming content, becomes QC (whether in linear or non-linear format)". This advisory seeks to clarify the timeline within which an SQL must notify MDA upon acquisition of QC as required in the said paragraph.

2        Please be advised that for QC which is acquired or otherwise obtained under a  written carriage agreement ("CA"), the channel or programming content, or bundled channel or bundled programming content becomes QC:

(i)        on the execution date of the CA (i.e. when the subject CA is signed by the SQL and the upstream content rights owner or content provider), or

(ii)        such date (if any) specified in the CA,

whichever is earlier.

3        As an illustration, in a scenario where the CA is signed by the SQL on 1 Feb 2012 and sent to the content provider who signed it on 2 Feb 2012, the content becomes QC on 2 Feb 2012, when both parties have signed the CA, regardless when the SQL receives the duly signed CA from the content provider. The SQL should therefore notify MDA of the QC by no later than 9 Feb 2012. However, if it is provided in the CA that the effective date is 1 Feb 2012, then the content becomes QC on 1 Feb 2012, and the SQL should inform MDA of the QC by no later than 8 Feb 2012.