

MEDIA DEVELOPMENT AUTHORITY OF SINGAPORE

AND

SINGAPORE SPORTS COUNCIL

**PROPOSED REVISIONS TO THE ANTI-SIPHONING LIST AND
DEFINITION OF DELAYED BROADCAST**

PUBLIC CONSULTATION

20 September 2012

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PART 1: INTRODUCTION

1.1 The Media Development Authority (“MDA”) introduced the anti-siphoning scheme ¹ (“Scheme”) as part of the Media Market Conduct Code (“MMCC”) in 2003. Under this Scheme, Subscription Television (“Subscription TV”) Licensees are restricted from acquiring certain exclusive broadcast rights for programmes listed in the anti-siphoning list (“List”) to increase the opportunities for viewers in Singapore to gain access to these programmes on Free-to-Air Television (“FTA TV”).

1.2 The List is designed to protect the interest of Singapore viewers in watching events that are of public interest and national significance. Similar to Australia and the UK, Singapore’s scheme involves a tiered-list. The List classifies the programmes into two categories: Category A (“Cat A”) and Category B (“Cat B”) ²:

- I. **Cat A programmes:** Subscription TV Licensees cannot acquire exclusive “live” or “delayed” rights to broadcast all or part of the programme.
- II. **Cat B programmes:** Subscription TV Licensees can acquire exclusive “live” rights, but not exclusive “delayed” rights to broadcast all or part of the programme.

Table 1.1 below illustrates the type of rights that TV Licensees can acquire for programmes under Cat A and Cat B.

Table 1.1: Types of rights TV Licensees can acquire

	Cat A Programmes				Cat B Programmes			
	Exclusive Rights		Non-Exclusive Rights		Exclusive Rights		Non-Exclusive Rights	
	Live	Delayed	Live	Delayed	Live	Delayed	Live	Delayed
FTA TV Licensees	√	√	√	√	√	√	√	√
Subscription TV Licensees	X	X	√	√	√	X	√	√
	‘√’ - Licensee can acquire the rights ‘X’ - Licensee cannot acquire the rights							

¹ Paragraph 2.6, MMCC

² Paragraphs 2.6.1.1 and 2.6.1.2 respectively, MMCC

1.3 There are five programmes on the List currently, all of which are placed in Cat A. They are:

- I. Asian Games
- II. Commonwealth Games
- III. Southeast Asian Games (“SEA Games”)
- IV. Singapore-League (“S-League”)
- V. The Olympic Games

There are no programmes in Cat B presently.

1.4 In line with international best practices, Singapore’s Scheme serves to ensure that the programmes on the List are available to FTA TV Licensees but it does not impose an obligation on the FTA TV Licensee(s) to acquire or broadcast the programmes on the List. However, if a FTA TV Licensee chooses to acquire the exclusive broadcast rights to a programme on the List, and is subsequently unable to broadcast a reasonable portion of the programme, the Licensee is required to make available the rights, first to another FTA TV broadcaster, and in the absence of another FTA TV broadcaster, to any Subscription TV Licensee at a reasonable price³.

1.5 MDA and the Singapore Sports Council (“SSC”) are currently reviewing the programmes on the List to ensure that they remain relevant and of interest to Singapore viewers. The review is guided by the principle of balancing the interests of viewers and the industry and consists of two phases:

I. Phase 1 – Consultative Panel (February to August 2012)

MDA convened a consultative panel (“Panel”) comprising representatives from the government, industry and a consumer group, to review and propose revisions to the List. **Annex A** lists the members of the consultative Panel. When deliberating on the programmes for inclusion in the revised List, the Panel consulted rights owners and engaged focus groups comprising sports fans and members of the public. **Annex B** lists the rights owners and profile of focus groups consulted.

II. Phase 2 – Public Consultation (September to October 2012)

Drawing on the views and recommendations of the Panel, MDA and SSC are now launching this joint public consultation to seek comments on:

³ Paragraph 2.6.2, MMCC

- a. the proposed revisions to the List; and
- b. the proposed definition of delayed broadcast for programmes in Cat B.

1.6 Interested parties are invited to provide their comments to this consultation by no later than 5pm, 18 October 2012 in the manner specified in Part 5 of this document.

PART 2: KEY CONSIDERATIONS FOR LISTING

2.1 In determining the programmes to be included on the List, MDA and SSC are guided but not limited by the criteria stipulated in paragraph 2.6.1.3 of the MMCC (“the Criteria”). These are:

- I. whether imposing the proposed restrictions will increase the likelihood that viewers in Singapore will be able to access the programming over FTA TV;
- II. whether viewers in Singapore have a reasonable expectation of being able to access the programme over FTA TV;
- III. whether a significant portion of the viewers in Singapore would be likely to watch the programme if it was made available on FTA TV;
- IV. whether the programme involves major international sporting events, international sporting events in which a Singapore team or personality is participating, or significant local sporting events; and
- V. the extent, if any, to which restricting the ability of Subscription TV Licensees from obtaining certain exclusive rights would be likely to adversely affect the ability of Subscription TV Licensees to provide a commercially viable service.

2.2 Although the current List comprises of only sports programmes, this need not be the case. Any programme which meets the Criteria or any other relevant consideration can be considered for inclusion into the List. An integral consideration for the inclusion of a programme on the List is the concept of “national significance” or national importance. While the same set of criteria is applied in assessing whether to include programmes on the List, programmes in Cat B are considered to be less significant than those in Cat A.

2.3 Sports have been identified as an effective way to bring people of different races and ethnicities together. Thus, sports programming that involve Singapore participation, in particular, the Singapore national team, could be considered of national significance. Sporting events in which Team Singapore participates and excels in tend to raise excitement and bring the community together to cheer on fellow Singaporeans, thus strengthening community bonds and building a common Singaporean spirit and identity in our multi-racial society. To promote a sporting culture, international

sporting events featuring best-of-class athletic performance and / or hosted in Singapore would also be considered suitable for inclusion in the List.

- 2.4 Similar to other jurisdictions, the population of Singapore's List must be done judiciously, in order to balance public interest in enabling viewers' access to certain key programmes and commercial interest to monetise the acquired content. With the escalating cost of broadcast rights to popular sports events, it would be detrimental to Singapore viewers if neither the FTA TV nor Subscription TV Licensees acquire the rights for a programme on the List. Subscription TV Licensees may be discouraged from carrying events on the List as they may not find a commercial case to acquire the content if all or part of the event could be shown on FTA TV. Should the FTA TV Licensee also choose not to acquire the content due to commercial considerations, the event may not be carried at all in Singapore.
- 2.5 The popularity of a programme, while reflective of public expectations, is but one of the criteria for including a programme on the List. Popular sporting events such as Wimbledon, Rugby World Cup and Cricket World Cup are world-class international events, but they only appeal to niche or special interest groups. Moreover, there is no strong Singapore participation for these events. Similarly, there would be little public expectation for popular acquired entertainment programmes to be listed, despite their mass appeal. Another factor for consideration would be the past broadcast history of a programme.
- 2.6 The ability of Subscription TV Licensees to deliver a more comprehensive coverage of sports content was also taken into consideration. Subscription TV Licensees have the bandwidth to cover relatively "niche" activities to targeted audiences and to cover events that run for long periods of time. They also have the ability to generate the revenues needed to cover the cost of acquiring the content.

PART 3: PROPOSED REVISIONS TO THE ANTI-SIPHONING LIST

3.1 Review of existing programmes

3.1.1 The current List comprises of four multi-sports events, namely, the Olympic Games, the Asian Games, the Commonwealth Games and the SEA Games; and the local football league, the S-League.

3.1.2 Team Singapore actively participates in and performs well in the Asian Games, Commonwealth Games and SEA Games. Singapore has also been participating in the Olympic Games since 1948.

3.1.3 Key Considerations for Asian Games, Commonwealth Games and SEA Games

3.1.3.1 The Asian Games

The Asian Games is held once every four years and brings together athletes from 45 member countries affiliated to the Olympic Council of Asia to compete in approximately 44 different sporting events. Team Singapore has been performing relatively well in the Asian Games, winning a total of 27 medals (eight gold, seven silver, 12 bronze) in 2006, and 17 medals (four gold, seven silver and six bronze) in 2010.

3.1.3.2 The Commonwealth Games

The Commonwealth Games is held once every four years and brings together top athletes from 71 participating teams from members of the Commonwealth of Nations to compete in approximately 17 different sporting events. Team Singapore has also been performing well at the Commonwealth Games, winning a total of 18 medals (five gold, six silver, seven bronze) in 2006, and improving to win 31 medals (11 gold, 11 silver and nine bronze) in 2010.

3.1.3.3 The SEA Games

The SEA Games is held once every two years and brings together athletes from 11 Southeast Asian countries to compete in approximately 44 different sporting events. Team Singapore has been performing spectacularly at the SEA Games, winning a total of 98

medals (33 gold, 30 silver, 35 bronze) in 2009, increasing to 160 medals (42 gold, 45 silver, 73 bronze) in 2011.

3.1.3.4 The merits of disaggregating the above three multi-sports events into Cat A and Cat B of the List were considered. This is to afford greater flexibility to commercial considerations. For instance, the opening and closing ceremonies tend to attract high public interest and viewership and could be listed in Cat A, while the rest of the events could be listed in Cat B. However, this would be challenging to implement as the broadcast rights for each event would need to be carved out into the different segments. As such, each multi-sport event would be treated as an aggregated whole.

3.1.3.5 As Team Singapore continues to excel in these multi-sports events, these events continue to meet the criteria of the List. Thus, it is proposed that the Asian Games, the Commonwealth Games and the SEA Games continue to be listed in Cat A.

3.1.4 The Olympic Games

3.1.4.1 The Olympic Games is an international multi-sport competition that can be subdivided into summer and winter sporting events, participated by top athletes from around the world. The games are held once every four years, with the Summer and Winter Games held alternately every two years. In the current List, the Summer and Winter Olympic Games are listed as a single event.

3.1.4.2 The Summer Olympic Games is well-received among Singapore viewers, with significant coverage on FTA TV for the previous editions. Singapore has sent participants to most of the Summer Olympic Games since 1948 and has to date won four Olympic medals, one each in the 1960 and 2008 Summer Games, and two in the recent 2012 Summer Games. In events that Team Singapore performs well, for example, table tennis and swimming, there is strong public interest and demand to watch these events on FTA TV. Making these events available on FTA TV would also allow Singapore viewers to watch Singapore athletes compete at the highest level of the sport, thereby helping to enhance national pride amongst Singapore viewers. In addition, the Summer Olympic Games, as the pinnacle sporting event

for the entire world, serves to inspire a sporting culture through the Olympic values of excellence, respect and friendship.

- 3.1.4.3 Singapore has not participated in the Winter Olympic Games, and hence, there is a significantly lower demand and expectation for the Winter Olympic Games to be shown on FTA TV. Thus, it is proposed that the Summer and Winter Olympic Games be disaggregated into two separate events to be placed in the appropriate categories in the List.
- 3.1.4.4 Aside from disaggregation, there were also suggestions to list only portions of the Summer and Winter Olympic Games. For example, a specified number of hours of the Olympic Games could be allocated for broadcast by FTA TV Licensees. This specified number of broadcast hours may be determined based on historical data of the number of hours broadcasted on Singapore FTA TV for previous editions of the Olympic Games. This approach can be complemented by also listing specific events that have traditionally been among, or is likely to attract, the highest viewer interest in Singapore.
- 3.1.4.5 This is in consideration that both the Summer and the Winter Olympic Games generally generate much more content than any single, or group of, FTA TV Licensee(s) can possibly broadcast. For example, about 3,000 hours of “live” broadcasting content was produced at the London Olympic Games in 2012. The limited channel capacity of FTA TV Licensees often result in less broadcast coverage as compared to Subscription TV Licensees.
- 3.1.4.6 Thus, while the suggestion could be considered given the huge content generated for the Olympic Games, it warrants further study as there has been no precedence of implementing such a scheme internationally. **Table 3.1** lists some of the countries that have included the Olympic Games on their anti-siphoning list.

Table 3.1: Countries that list the Olympic Games

Country	Summer Olympics	Winter Olympics
Austria	√	√
Australia	√	√
Belgium	√ (Both French & Flemish)	√ (French List) X (Flemish List)
Denmark	√	√
Finland	√	√
France	√	√
Germany	√	√
Ireland	√	X
Italy	√	√
United Kingdom	√	√

3.1.4.7 Given the considerations, MDA and SSC propose to disaggregate the Olympic Games, and **list the Summer Olympic Games in Cat A and the Winter Olympic Games in Cat B respectively.**

3.1.5 S-League

3.1.5.1 The S-League is Singapore's first professional football league that was started in 1996. Despite being the national league, the S-League did not enjoy high viewership ratings on FTA TV. From 2011, “live” matches of the S-League were shown only on Subscription TV, with selected delay matches broadcast on FTA TV.

3.1.5.2 In most countries, domestic leagues are not listed (for example, the English Premier League is not listed on UK’s List of Protected Programmes). From a developmental perspective, by not listing the domestic league, the interest of Subscription TV Licensees in acquiring the content and promoting the League would likely increase. Given these commercial considerations, one suggestion is for the S-League to be removed from the List.

3.1.5.3 On the other hand, the S-League is an important platform to develop local football talent and strengthen community bonds through support for one of Singapore’s favourite sports. As such, there may be value in retaining S-League in the List but moving it to Cat B to

preserve a limited commercial case for investment by Subscription TV Licensees.

3.1.5.4 In consideration of the above, MDA and SSC propose to either:

- I. **re-categorise the S-League from Cat A to Cat B; or**
- II. **delist the S-League.**

3.2 **Proposed Inclusion of New Programmes in Category A**

3.2.1 **Federation Internationale de Football Association (“FIFA”) World Cup**

3.2.1.1 The FIFA World Cup is an international football association competition contested by the national teams of the members of FIFA, held once every four years and is one of the world’s most widely viewed sporting events. The qualifying tournaments, lasting over a two-year period, are held within six FIFA continental zones. Singapore has since 1978 participated in the Asia zone qualifying tournaments. The final tournament, referred to as the World Cup Finals, features 32 national teams competing over a month in the host nation(s).

3.2.1.2 There is strong public sentiment that the FIFA World Cup is an important sporting event that should be made available on FTA TV. For the past two editions of the World Cup, the four key matches (opening, semi-finals and finals) and the qualifiers involving the Singapore team were shown on FTA TV through a commercial arrangement between the FTA and Subscription TV Licensees.

3.2.1.3 Listing the entire FIFA World Cup would have a detrimental effect on Singapore viewers should the Subscription TV Licensees decide that there is no commercial viability to acquire the programme, whilst the FTA TV Licensee is unable to afford the acquisition fees or lacks the capacity to carry all the games.

3.2.1.4 Some of the Panel Members also noted that FIFA’s carriage requirement already makes available key matches and matches involving the national team for FTA TV broadcast, making it unnecessary to duplicate this in the List. Nonetheless, in most countries, the key matches (opening, semi-finals and finals) and matches involving the national team are still protected for FTA coverage, as shown in **Table 3.2.**

Table 3.2: FIFA matches listed in other countries

	Opening Match	Quarter-Finals	Semi-Finals	Finals	National Team	All other matches
Singapore	√		√	√	√	
Austria	√		√	√	√	
Australia	√	√	√	√	√	√
Belgium	√	√	√	√	√	√
Denmark			√	√	√	
Finland	√	√	√	√	√	
France	√		√	√	√	
Germany	√		√	√	√	
Ireland	√		√	√	√	
Italy				√	√	
UK	√	√	√	√	√	√

3.2.1.5 Thus, MDA and SSC propose to list the **key matches and any matches involving the Singapore team (including qualifiers) of the FIFA World Cup in Cat A.**

3.2.2 Formula 1 Singapore (“F1 Singapore”)

3.2.2.1 F1 Singapore is the first night race of the Federation Internationale de l’Automobile Formula One World Championships. It is considered to be a major international sporting event of the highest prestige. Making it available on FTA TV would instil a sense of pride in Singapore viewers as Singapore is hosting a world-class sporting event. Given that the event has been televised “live” over FTA TV since its inauguration in 2008 and that it continues to be of interest to Singapore viewers, including non-motoring fans, the general public will have a reasonable expectation of being able to continue accessing the programme over FTA TV. MDA and SSC therefore propose that **F1 Singapore be listed in Cat A.**

3.3 **Proposed Inclusion of New Programmes in Category B**

3.3.1 **ASEAN Football Federation (“AFF”) Suzuki Cup**

3.3.1.1 The AFF Suzuki Cup⁴ is a biennial football tournament amongst the national football teams from Southeast Asian countries. The Singapore national football team has performed well in this event, winning first place in 1998, 2004 and 2007. The event is also popular among Singapore viewers and enjoyed good ratings when shown on FTA TV.

3.3.1.2 To list the AFF Suzuki Cup in Cat A would cause the tournament to become commercially unattractive to Subscription TV Licensees such that they are less likely to invest in promoting and funding the tournament and the Singapore national team.

3.3.1.3 In recognition of the strong interest and public expectation for coverage of the matches on FTA TV, balanced with the impact on the development of regional football, MDA and SSC therefore propose to list the **AFF Suzuki Cup in Cat B**.

3.3.2 **The Malaysia Super League, The Malaysia Football Association Cup and The Malaysia Cup (“Malaysia Cup Competitions”)**

3.3.2.1 The Malaysia Cup Competitions are an annual three-tournament event that culminates in the Malaysia Cup Finals in October. The Malaysia Super League is a professional football league in Malaysia, usually held from January to July. The top clubs go on to qualify for the Malaysia Cup and the Malaysia Football Association Cup. The Malaysia Football Association Cup is Malaysia’s national knock-out football competition, usually held from February to June. It involves the top football clubs in both divisions of the Malaysia Super League. The Malaysia Cup is usually held from August to October. Although these are three distinct competitions, the broadcast rights are sold together by the rights owners and cannot be acquired separately.

⁴ The AFF Suzuki Cup was formerly known as the Tiger Cup from 1996 to 2004. The 2007 edition of the tournament was renamed as the ASEAN Football Championship as a result of a termination of the sponsorship deal by Asia Pacific Breweries. From 2008, Suzuki bought the naming rights for the tournament, and the tournament was then renamed to AFF Suzuki Cup.

- 3.3.2.2 While the national teams do not participate in these competitions, most viewers resonate with the club representing Singapore, the LionsXII. Before Singapore's period of absence from the Malaysia Cup from 1995 to 2011, there was significant public interest in the matches. Singapore's renewed participation in the Malaysia Cup from 2012 has once again garnered much public interest and expectation for the matches involving the LionsXII to be shown on FTA TV.
- 3.3.2.3 However, there remain concerns that the listing of the tournament in Cat A would affect the value of the commercial rights to the event. Having a free market also encourages innovative ideas from broadcast partners to promote the Malaysia Cup Competitions and its TV coverage.
- 3.3.2.4 Given the above considerations, MDA and SSC propose to list **the Malaysia Cup Competitions involving the Singapore Club team(s) in Cat B.**

3.3.3 Summer Youth Olympic Games ("YOG")

- 3.3.3.1 The inaugural YOG for athletes from the ages of 14 to 18 years old was held in Singapore in 2010. It is an international sporting event that aims to inspire young sportsmen, but being a new event, there is no clear history of public expectation and interest in the FTA TV coverage of the event. Although there may be public awareness of the YOG due to Singapore playing host in 2010, the interest may not be sustainable for future YOGs where Singapore is not the host city. The event is still relatively unknown and may not have reached a stage of maturity or level of international recognition that would attract a significant portion of Singapore viewers to watch the programme if shown on FTA TV. Furthermore, the International Olympic Council has also indicated that "live" television broadcast coverage is not guaranteed for future editions of the YOG as the focus is to take a multi-platform approach to be more relevant to young people worldwide.
- 3.3.3.2 Nevertheless, the event serves as a good platform to showcase Singapore youth athletes and could help foster a sporting culture among the young. Thus, MDA and SSC propose to list **the Summer YOG in Cat B.**

3.4 **Programmes For Consideration**

3.4.1 **International Table Tennis Federation (“ITTF”) Table Tennis Events**

3.4.1.1 Aside from multi-sports events and football events, there has been increasing public interest in table tennis as a result of the success of the Singapore players in international competitions. For example, the Singapore Table Tennis Women’s Team won a silver medal at the Beijing 2008 Olympic Games and a bronze medal at the London 2012 Olympic Games. The Women’s Team also won the Women’s Team event at the 2010 World Team Table Tennis Championship. Thus, in recognition that sporting excellence in regional and international games brings about a sense of national pride and strong public interest in watching the events, MDA and SSC are considering the inclusion of:

- I. **ITTF World Team Table Tennis Championships.** The ITTF World Team Table Tennis Championships is a biennial international table tennis competition featuring both Men’s and Women’s team events, and is held in even-numbered years. The Singapore Women’s Team has been performing very well in this tournament, and was in the finals for the last three seasons in 2008, 2010 and 2012. In 2010, the Singapore Women’s Team won the Championships, and the match was broadcast on a delayed basis on FTA TV. In 2012, the finals match was broadcast “live” on FTA TV.
- II. **ITTF World Team Cup.** The ITTF World Team Cup is also an international table tennis competition featuring both Men’s and Women’s team events. The participants at this event are the top seven performing teams at the preceding World Team Table Tennis Championships. The Women’s Team were runners-up in 2009 and 2010 and second runners-up in 2011.

3.4.1.2 The ITTF events are listed for consideration rather than proposed for inclusion in the revised List because these events are single-sport events where the current public interest is driven by the success of Team Singapore in these competitions. It would not be possible to assess in advance the performance of Team Singapore, and therefore, the attractiveness of these events to the viewers in the future.

3.4.1.3 MDA and SSC would like to seek views on whether **the matches involving Team Singapore for the ITTF World Team Table Tennis Championships and the ITTF World Team Cup should be listed, and if so, which category they should be placed in.**

3.4.2 Summer Paralympic Games

3.4.2.1 The Summer Paralympic Games is an international multi-sport competition in which athletes with physical disabilities compete. The Summer Paralympic Games is held in the same year and immediately after the Summer Olympic Games. In recent years, there have been requests to make the event available to Singapore viewers on FTA TV, which would also contribute towards making Singapore a more inclusive society. At the same time, Singapore athletes have done well in the Paralympic Games, having won four medals at the 2008 Summer Paralympic Games and two medals at the 2012 Summer Paralympic Games. 2008 was the first time Singapore won any medals at the Paralympic Games, despite having sent representatives since 1988.

3.4.2.2 For the Summer Paralympic Games, **MDA and SSC would like to invite comments on whether it should be listed, and if so, which category it should be placed in.**

3.5 **Other Considerations**

3.5.1 When considering the proposed revisions to the List, the disruption to regular programming to accommodate the broadcasting of the events on the List on FTA TV should also be taken into consideration. For example, the cancellation or re-scheduling of the regular prime-time programming to cater for the “live” or “delayed” broadcast of a Cat A or Cat B event respectively. It should also be noted that the FTA TV Licensee might decide against acquiring the events on the List on grounds of commercial viability, limited channel capacity and/or conflict with regular programming.

3.5.2 **MDA and SSC would like to invite comments on (i) how often viewers would be willing to accept programming changes that would interrupt the regular programming times, and (ii) whether viewers would regard the revised Cat A and Cat B list to be over-interfering with their normal programming times.**

3.6 Summary of Proposed Revisions to the List

3.6.1 In summary, MDA and SSC propose the following revisions to the List:

- I. **Review for Inclusion.** To review the need for S-League to be retained on the List
- II. **Changes in Category.** To disaggregate the Olympics Games (currently in Cat A) into the Summer Olympics Games and Winter Olympics Games, with the former remaining in Cat A and latter moved to Cat B.

III. **New Additions.**

Category A

- FIFA World Cup – key matches (opening, semi-finals and finals) and the matches involving Singapore team including the qualifiers
- F1 Singapore

Category B

- AFF Suzuki Cup
- Malaysia Super League - only matches involving Singapore Club team(s)
- Malaysia Football Association Cup - only matches involving Singapore Club team(s)
- Malaysia Cup - only matches involving Singapore Club team(s)
- Summer Youth Olympic Games

3.6.2 Apart from the proposed revisions listed above, MDA and SSC would also like to invite comments on the following programmes for inclusion in the List.

- ITTF World Team Table Tennis Championship
- ITTF World Team Cup
- Summer Paralympic Games

3.6.3 **Table 3.3** summarises the proposed programmes in the revised List, with the new programmes in ***bold italics***. Changes to existing programmes in the List are in *italics*.

Table 3.3: Proposed programmes in the List

	Category A <i>Exclusive rights for live and delayed protected</i>	Category B <i>Exclusive rights for delayed protected</i>
Multi-sports events	<ul style="list-style-type: none"> ▪ Asian Games ▪ Commonwealth Games ▪ Southeast Asian Games ▪ Summer Olympic Games 	<ul style="list-style-type: none"> ▪ Summer Youth Olympic Games ▪ <i>Winter Olympic Games</i>
Football	<ul style="list-style-type: none"> ▪ The FIFA World Cup <ul style="list-style-type: none"> ▪ <i>Key matches (opening, semi-finals and finals)</i> ▪ <i>Matches involving Singapore team including qualifiers</i> 	<ul style="list-style-type: none"> ▪ AFF Suzuki Cup ▪ Malaysia Super League * ▪ Malaysia Football Association Cup * ▪ Malaysia Cup * <p><i>* Matches involving Singapore Club team(s)</i></p>
International events held in Singapore	<ul style="list-style-type: none"> ▪ F1 Singapore 	

PART 4: PROPOSED DEFINITION OF DELAYED BROADCAST FOR CATEGORY B

4.1 As this is the first time that programmes will be included in Cat B of the List, there is a need to define what constitutes as “delayed broadcast”. The definition of “delayed broadcast” should be of a reasonable duration and structured in a manner that can:

- I. Ensure the commercial viability of the “live” broadcast rights for Subscription TV Licensees and “delayed broadcast” rights for FTA TV Licensees.
- II. Provide flexibility to the Subscription TV Licensees to accommodate the different time zones that the “live” event may be held and where necessary, to time-shift the broadcast of the programme to a more convenient time for the viewers in Singapore. For example, the Subscription TV Licensee may shift a “live” event at 3am Singapore time to 9am Singapore time to capture a larger viewership.
- III. Provide flexibility for programme scheduling to avoid causing significant disruption to regular programming.

4.2 **Tables 4.1 and 4.2** summarise the range of delay periods proposed by Panel Members and rights owners respectively. Subscription TV Licensees and rights owners generally suggested providing at least 48 hours for the Subscription TV Licensees to have sufficient time for the “live” broadcast and minimum repeats.

Table 4.1: Panel Members’ proposed definition of delayed broadcast

Panel Member	Proposed Definition of Delayed Broadcast
Cable and Satellite Broadcasting Association of Asia	Minimum: 24 hrs Preferred: 48 hrs
Consumer Association of Singapore	12 hrs
MediaCorp	Not beyond 24 hrs
People’s Association	Not beyond 48 hrs
SingTel	48 hrs
StarHub	48 hrs

Table 4.2: Rights owners’ proposed definition of delayed broadcast

Rights owner	Proposed Definition of Delayed Broadcast
Football Association of Singapore	At least 12 hrs
Football Media Services	24 hrs
FIFA	Depends on a number of criteria, including time zone of origin of broadcast; as such unable to establish a defined period at this stage
MP & Silva	News Clips: min delay of 2 hrs Highlights: min delay of 12 hrs Full matches: min delay of 24 hrs

4.3 Based on the focus group discussions, the delay period should be as short as possible to protect the interest of Singapore viewers. However, the type of programming also determined how long viewers were willing to wait for the delayed broadcast. If it was the finals of a football match (e.g., finals of FIFA World Cup) or an event in which Team Singapore was competing in (e.g., a Singapore athlete competing in the later stages of the Swimming or Table Tennis Olympic event), most viewers would want to watch it “live” or as close as possible to the “live” broadcast of the event. For other events in which viewers were willing to wait for the delayed broadcast, most wanted the delay to be less than 4 hours from the scheduled end of the event, and were reluctant to wait for more than 12 hours. There were also opinions expressed that the delay broadcast time of the event was actually more important than the delay period as this would encourage more viewers to watch the event. Most prefer the “delayed broadcast” to be shown during prime time and to start no later than 11.30pm on weekday nights. However, there are limitations to such an approach:

- I. It could introduce complexity to the “delayed broadcast” definition as different durations would have to be set depending on the scheduled end time of the programme; and
- II. if the “delayed broadcast” of all Cat B programmes have to be scheduled into the prime time window, there could be significant disruption to the regular prime time programming, which would have to be cancelled or time-shifted.

4.4 Having considered all views, MDA and SSC considers that there could be two possible definitions for “delayed broadcast” to be applied to programmes in Cat B:

Option 1: A maximum delay of 24 hours from the scheduled end of the event.

Option 2: A maximum delay of 48 hours from the scheduled end of the event.

Diagrams 4.3 and 4.4 illustrate Options 1 and 2 respectively.

Diagram 4.3: Option 1

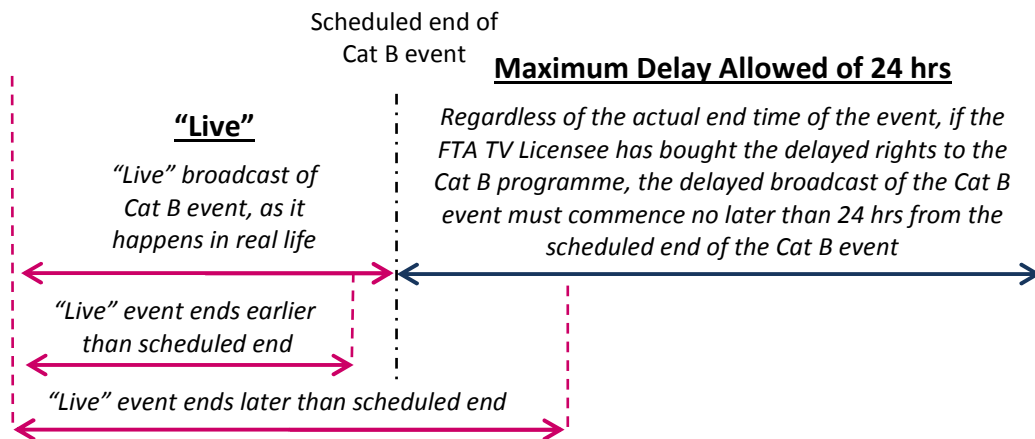
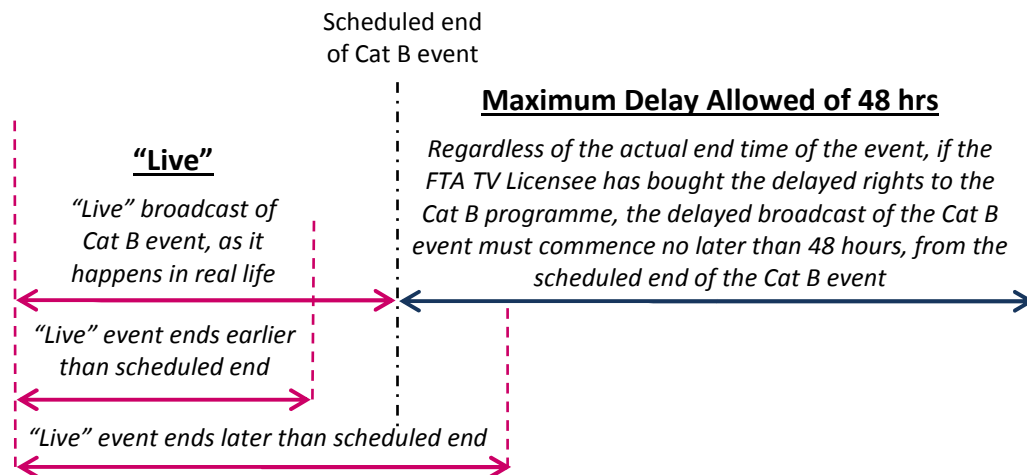


Diagram 4.4: Option 2



4.5 As the FTA TV Licensee has to broadcast the Cat B programme within the maximum delay period, this would imply that Subscription TV Licensees may not acquire the “live” rights for Cat B programmes that provide exclusivity beyond the maximum delay period. The FTA TV Licensee may also choose to acquire rights with shorter delay durations, subject to its commercial negotiations with the content provider

and the latter's arrangements with the Subscription TV Licensee that acquires the exclusive "live" rights.

- 4.6 MDA and SSC would like to invite public comments on the two options, in particular **which option they would support for Cat B programmes and the justifications.**

Option 1: A maximum delay of 24 hours from the scheduled end of the event.

Option 2: A maximum delay of 48 hours from the scheduled end of the event.

PART 5: INVITATION TO COMMENT

5.1 MDA and SSC would like to seek comments from the industry and members of the public on the following:

I. Views on the Proposed List

- a. Please indicate whether you support the proposed revisions to the List, as outlined in Part 3.
- b. Should you wish to recommend other changes, we would appreciate justifications based on the Criteria in Paragraph 2.1.
- c. Comments on the disruption of regular programming schedules to broadcast events in Cat A and Cat B, as mentioned in Paragraph 3.5.

II. Definition of “Delayed Broadcast”

- a. Please indicate the definition of “Delayed Broadcast” that you support, from the two Options outlined in Part 4 and your justifications.

5.2 Submission of the written comments should be in the following format:

- I. Cover Page
- II. Table of Contents
- III. Summary of major points
- IV. Statement of interest
- V. Comments and
- VI. Conclusion.

5.3 All comments should be clearly and concisely written, and should provide a reasoned explanation for any proposed revision to the anti-siphoning list, based on the criteria in Paragraph 2.1 of this document.

5.4 This consultation closes on **18 October 2012** and comments should be submitted to MDA on or before 5pm of that date. All comments must be submitted in softcopy (in Microsoft Word format compatible with Microsoft Office Version 2003). Parties submitting comments should include their personal or company particulars, their correspondence address, contact number and email address on the cover page of their comments. All comments should be addressed to:

Ms Lee Ee Jia
Deputy Director (Competition)
Media Development Authority of Singapore
(Attention: Ms Ng Wan Ning)
Email: ng_wan_ning@mda.gov.sg

- 5.5 MDA reserves the right to make public all or parts of any written comment and to disclose the identity of the source. Commenting parties may request confidential treatment for any part of the comment that the commenting party believes to be proprietary, confidential or commercially sensitive. Any such information should be clearly marked and placed in a separate annex. If the MDA grants the request for confidential treatment, it will consider, but it will not publicly disclose, the information. If MDA rejects the request for confidential treatment, it will return the information to the commenting party and will not consider the information as part of its review. As far as possible, commenting parties should limit any request for confidential treatment of information submitted. MDA will not accept any comment that requests for confidential treatment of all or a substantial part of the comment.

Consultative Panel Members

Panel Member	Organisation	Designation
Mr Aubeck Kam (Panel Chair)	Media Development Authority	Chief Executive Officer
Mr Chan Kin Hung	StarHub Limited	Head, Marketing & Products
Mr Chang Long Jong	MediaCorp Private Limited	Deputy Chief Executive Officer
Mr Chia Tze Yee	People's Association	Group Director (Engagement Programme)
Mr Goh Seow Eng	Singapore Telecommunications Limited	Chief, Digital Home
Mr Lim Teck Yin	Singapore Sports Council	Chief Executive Officer
Mr John Medeiros	Cable & Satellite Broadcasting Association of Asia	Deputy Chief Executive Officer
Mr Seah Seng Choon	Consumer Association of Singapore	Executive Director

Rights Owners & Focus Group Consultation List

In addition to the organisations in the Consultative Panel, the following organisations were also consulted for specific events.

	Event	Organisation
Cat A	<ul style="list-style-type: none"> ▪ Summer Olympic Games 	<ul style="list-style-type: none"> ▪ International Olympic Council ▪ Singapore National Olympic Council
	<ul style="list-style-type: none"> ▪ FIFA World Cup 	<ul style="list-style-type: none"> ▪ FIFA ▪ Football Media Services
Cat B	<ul style="list-style-type: none"> ▪ Winter Olympic Games ▪ Summer Youth Olympic Games 	<ul style="list-style-type: none"> ▪ International Olympic Council ▪ Singapore National Olympic Council
	<ul style="list-style-type: none"> ▪ Malaysia Super League ▪ Malaysia Football Association Cup ▪ Malaysia Cup ▪ S-League 	<ul style="list-style-type: none"> ▪ Football Association of Singapore
	<ul style="list-style-type: none"> ▪ AFF Suzuki Cup 	<ul style="list-style-type: none"> ▪ ASEAN Football Federation (AFF) ▪ World Sports Group
Others	<ul style="list-style-type: none"> ▪ ITTF World Team Cup ▪ ITTF World Team Table Tennis Championships 	<ul style="list-style-type: none"> ▪ International Table Tennis Federation (ITTF)

MDA and SSC also wrote to Formula One and the International Paralympics Council to seek comments on the listing of F1 Singapore and the Summer Paralympic Games. However, no comments were received as of the launch date of the public consultation paper.

Focus Group Profile

MDA conducted three focus groups with participants representing sports fans, the community sports committee and grassroots committees. In total, there were 29 participants, between the ages of 23 to 60 years old from a range of occupations, from students, housewives, rank and file to PMETs.