

Title	StarHub Cable Vision Ltd.'s (" StarHub ") Contravention of the Cross-carriage Measure
Case Opened	16 August 2023
Case Closed	15 November 2024
Complainant	IMDA initiated enforcement proceedings pursuant to the Telecom and Media Competition Code (" Code ")
Respondent	StarHub
Case Summary	<p>IMDA initiated an investigation into StarHub's delivery of the "live" Premier League content to some StarHub TV set-top box subscribers, following feedback that StarHub had provided the Premier League content using set-top boxes over StarHub's fibre broadband network at different terms and conditions compared to those offered to Singtel TV* subscribers.</p> <p>*Singtel TV is a subscription-based Pay TV service delivered using set-top boxes over Singtel's fibre broadband network. It is not an Over-the-top ("OTT") service delivered over the Internet</p>
IMDA's Determination	<p>StarHub holds the exclusive "live" broadcast rights of the Premier League Seasons 2022 to 2028 in Singapore. Sub-section 11.6.1(h)(i) of the Code on the cross-carriage requirement provides that:</p> <p><i>11.6.1(h)(i) Duties of Supplying Qualified Licensee [i.e. Pay TV operator who acquired "live" content on exclusive basis]</i></p> <p><i>A Supplying Qualified Licensee must enter into a customer service arrangement with and provide Qualified Content [i.e. exclusive content] to Subscribers accessing such content through any Relevant Platform of a Receiving Qualified Licensee [i.e. the platform of other Pay TV operators], <u>at prices (including all applicable discounts and promotions), terms and conditions that are the same as the prices, terms and conditions at which the Supplying Qualified Licensee provides such content to Subscribers on its own platform, and not discriminate in any manner in favour of Subscribers viewing Qualified Content on its own platform.</u></i></p> <p>[Emphasis added]</p> <p>The requirement is aimed at reducing cost and inconvenience for consumers from having to subscribe to multiple set-top boxes to access exclusive "live" content across different Pay TV operators.</p> <p>IMDA's investigations revealed that StarHub had contravened the requirement by providing the "live" Premier League content using set-top boxes over StarHub's fibre broadband network to some StarHub TV set-top box subscribers, at lower prices and with more channels compared to what they provided to Singtel TV subscribers (who subscribe to Starhub's Premier League content under the cross-carriage requirement via the Premier Pack) from the 2022/2023 Premier League season. StarHub has since ceased this practice in April 2024.</p>

IMDA asked StarHub to remedy the situation. StarHub has agreed to provide existing and new Singtel TV subscribers who have an active cross-carriage subscription for the Premier Pack complimentary access to two additional Premier League channels and more football-related content (e.g., Football Association Community Shield and Football Association Challenge Cup), from the end of 2024 until the end of the 2027/2028 Premier League season**. StarHub has reached out separately to Singtel TV subscribers, subscribing to Starhub's Premier League content, to provide more information on the improved offers.

***subject to StarHub holding the relevant rights to provide such content and the relevant Singtel TV subscribers continuing to have an active cross-carriage subscription for the Premier Pack.*

Taking all factors into consideration, including StarHub's efforts/mitigating measures above, IMDA imposed a financial penalty of \$50,000 on StarHub.