

[Redacted]

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**From:** Marco Marini [Redacted]  
**Sent:** 25 November 2010 14:08  
**To:** Ellison, Jordan  
**Cc:** Clive Carter; Steve Unger; Jess Hinings; Nuala Cosgrove  
**Subject:** RE: Meeting re. submission on NewsCorp / BSkyB

Jordan,

Sincere apologies for this late reply.

We see tomorrow's meeting as an opportunity to gather additional commentary and evidence in relation to the arguments you raise in your submission. For us, it would be particularly useful if we could talk around the following points, although if you have anything else to raise you should feel free to do so:

1. On your discussion of how different media outlets influence one another (par 5.27 and 6.21-22)
  - How the news gathering process works in practice? How often you source from other organisations? What is the relevance of NC / Sky sources in this context?
  - Any role played by blogs and/or other internet sources play in this process?
  - Whether there are any cultural differences between newspapers and TV newsrooms?
2. On the audience reach measure you cite in par. 6.15
  - How this measure is calculated?
  - Whether you could provide the same type of reach data for other major news providers?
3. On your concerns in relation to the merged entity's ability to invest in news (par. 6.19)
  - How does your ability to invest in news compare to NC and Sky?
4. On the concerns you express around the merged entity's ability to offer cross-media bundles (par. 6.28 and footnote 45)
  - Why you think these bundles are non-replicable? Can you provide evidence in support of this (e.g. have the parties you represent looked into offering such bundles – if not, why not? If so, what happened and why)?
5. On your concerns in relation to the likelihood of future market exit (par. 8.11) and your comments on the financial health of ITN (par. 8.14)
  - Could you provide more detail on the financial health of the major groups providing news in the UK? It would be particularly useful if you could support this with evidence around revenues, profit and cashflow for the parties you represent and their main competitors, both at group level and broken down at news title level
  - Also, can you comment further on the extent to which major UK news providers cross-subsidise their activities?

I can also confirm that attendees from your end will be:

Steve Unger – Policy Executive  
Jonathan Thompson – Director of Strategy  
Clive Carter – Policy Director  
Marco Marini – Strategy  
Nuala Cosgrove – Legal  
Jess Hinings – Legal

Many thanks  
Marco

**From:** Ellison, Jordan [mailto: ]  
**Sent:** 24 November 2010 18:00  
**To:** Marco Marini  
**Cc:** Clive Carter; Steve Unger; Charlotte North  
**Subject:** RE: Meeting re. submission on NewsCorp / BSKyB

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Dear Marco

As you know, we have now confirmed our meeting for 11:00 on Friday.

I just wanted to check whether there are any particular issues you would like us to cover at the meeting. We can then confirm attendees on our side.

Many thanks

Jordan

**Jordan Ellison**  
Slaughter and May

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**From:** Marco Marini [mailto: ]  
**Sent:** 23 November 2010 11:20  
**To:** Ellison, Jordan  
**Cc:** Clive Carter; Steve Unger; Charlotte North  
**Subject:** Meeting re. submission on NewsCorp / BSKyB

Jordan,

Following our call yesterday, I can confirm we would welcome the opportunity of a meeting with you and the parties you are representing. We would like this to take place on Friday morning if possible. Could you liaise with Charlotte (cc'd) to find a suitable slot?

Also, I aim to come back to you by the end of tomorrow to confirm attendees from our end and to highlight whether there is any particular issue raised in your submission we would welcome further input on – something that may inform the best set of attendees from your side.

Many thanks

Marco

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Strategy Analyst

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