

**PROPOSED ACQUISITION BY NEWS CORPORATION OF UP TO 60.9 PER CENT OF BRITISH
SKY BROADCASTING GROUP PLC**

News' response to the OFT/Ofcom questions of 6 May 2011

- 1. Introduction**
- 1.1 This submission is made on behalf of News Corporation (News) in response to the OFT/Ofcom questions of 6 May 2011.
- 2. *Questions and comments relating to the draft carriage agreement and brand licence***

REDACTED

Comprising 5 pages

STRICTLY CONFIDENTIAL – CONTAINS BUSINESS SECRETS

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News' response to question 2.4 of the OFT/Ofcom questions of 6 May 2011

The list below sets out examples of future diversification opportunities for Newco that would and would not be permitted under the Carriage Agreement and Brand License Agreement. This list is not intended to be exhaustive, or to be a substitute for the detailed provisions of those agreements. None of these diversification opportunities have been reflected in the revenues available to Newco in the business plan (and are therefore "upside").

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Comprising 2 pages