

October 8, 2010

The Rt Hon Dr Vince Cable, MP,  
Secretary of State for Business Innovation and Skills  
1 Victoria Street  
London SW1H 0ET

Dear Dr Cable

**Proposed takeover of BSkyB by News Corporation**

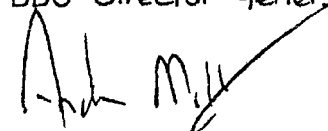
We understand that News Corporation is likely to notify the European Commission of, or otherwise formally to advance with, its intention to purchase the equity that it does not already own in BSkyB. Should this occur, we would ask that you refer the matter to Ofcom for further scrutiny of the relevant public interest considerations.

As representatives of a broad cross-section of the United Kingdom's communications and media industries, we believe that the proposed takeover could have serious and far-reaching consequences for media plurality.

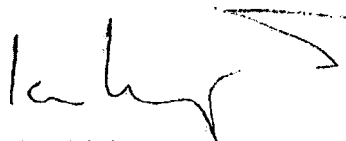
We enclose an opinion from regulatory experts at Slaughter & May supporting the case for a referral on plurality grounds.

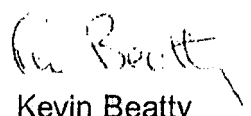
Yours sincerely

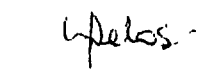
  
Mark Thompson  
BBC Director-General

  
Andrew Miller  
Guardian Media Group

  
Sly Bailey  
Trinity Mirror Plc

  
Ian Livingston  
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Kevin Beatty  
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