

STRICTLY CONFIDENTIAL - CONTAINS BUSINESS SECRETS

**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 8 April 2011

1. **Introduction**

This submission is made on behalf of News Corporation (News) in response to the OFT/Ofcom questions of 8 April 2011.

News strongly believes that both the Carriage Agreement and Brand Licensing Agreement are consistent with the spirit of the UIL submitted to the Secretary of State on 1 March 2011, both overall and specifically with respect to securing Newco's independence and financial sustainability.

REDACTED

Comprising 12 pages

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Newco plc

Business Plan – REVISED 12th April 2011

Revisions from previous version are highlighted in RED

 News Corporation

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Comprising 25 pages