

**Miscellaneous**

* Asterisks denote mandatory information

Name of Announcer *	SINGTEL
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Designation *	Company Secretary
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>> Announcement Details

The details of the announcement start here ...

Announcement Title * SingTel to appeal Media Development Authority's decision on cross carriage of Barclays Premier League

Description

Attachments [Statement-BarclaysPremierLeague.pdf](#)

Total size = **45K**
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Statement from Mr Allen Lew, CEO Group Digital Life and Country Chief Officer, Singapore

SingTel to appeal MDA's decision on cross carriage of Barclays Premier League

We are gravely disappointed with MDA's decision requiring SingNet to cross carry BPL content as it disadvantages both the consumers and the industry.

We fully intend to appeal this decision and seek legal recourse if necessary. We assure football fans that we will fight hard so they can continue to enjoy the content that they love at reasonable prices.

At SingTel, we always put consumers first. Despite the rising costs of BPL broadcast rights worldwide, we have kept BPL subscription fees low by heavily subsidising the content. In Asia, our rates are the lowest relative to GDP per capita, and the second lowest in absolute terms. Through the years, we have also made significant investments in other exciting content and innovation.

We will ensure that existing SingTel customers who are on contracts will not be affected. However, those who wish to watch BPL on its own will most likely have to pay significantly higher monthly fees. This is because it will become untenable for SingTel to subsidise the cost of BPL for such customers.

We were the first to secure BPL broadcast rights for the next three seasons, so that Singapore football fans would have the certainty of enjoying the most comprehensive BPL coverage at the best possible price. At the same time, because the agreement was non-exclusive, other pay TV providers were (and still are) free to negotiate with BPL to acquire the rights.

Importantly, service providers will be disincentivised to act swiftly in future, as it penalises first movers who are keen to secure top quality content at the best possible price for viewers and fans. Consumers will lose out since it may no longer be economically viable for broadcasters to continue investing in quality content for the benefit of consumers and the business.



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