

# 9. Northern Ireland Programming Material

The purpose of the following questions is to ascertain how, and to what extent, an applicant might accommodate the inclusion on the multiplex of television service(s) (receivable throughout the whole of Northern Ireland and provided by terrestrial means), in the event that a notification is made by the Minister to the Commission, further to the provisions of section 4(5) of the 2007 Act.

9.1.a. How might one or more such services be accommodated on the multiplex? Your response should set out the capacity, if such is available, to accommodate any such service, the means proposed for channel sourcing and any issues you anticipate might arise in respect of SI, EPG or other signalling.

The broadcast of all of the television services that are currently being broadcast on a free-to-air basis throughout Northern Ireland is an integral part of the proposed Boxer business plan. Given the proposed inclusion of these channels, Boxer foresees no incremental capacity requirement should their broadcast become mandatory.

9.1.b. How would such a notification impact on the television programme content already carried on the multiplex and agreements entered into by you in respect of the carriage of content?

No adverse impact is foreseen. Boxer does not propose entering into contractual arrangements with content providers that are contingent on such a notification being made by the Minister.

9.1.c. What impact do you anticipate such a notification may have on your business plans and financial projections?

Boxer understands that the Minister's powers are limited to requiring carriage of the specified services. Boxer would in all events be free to charge a subscription for such services, whether individually or as part of an overall package. However, even if the Minister's power extended to ordering carriage free of charge, Boxer considers that its basic package has sufficient incremental attraction for consumers whether the carriage of certain services available in Northern Ireland is mandated or not.

9.1.d. How is your ability to accommodate such a notification affected by the attachment, or not as the case may be, of any conditionality to this application?

Boxer's application is in no way contingent upon such a notification being made by the Minister during the term of the Multiplex Contracts.