

Preface

Boxer has submitted a set of three applications for DTT Multiplexes A, B and C.

The applications are each conditional on all of the others being successful so as to allow Boxer to have a comprehensive service offering and to realise essential economies of scale.

Boxer has submitted information common to all applications only once in the Appendix, the Confidential Annex and the CD. Such information is clearly and unambiguously cross-referenced throughout the particular application under consideration.

This application is part of the above-mentioned set of three applications; this application is number 3 of 3.

Boxer has submitted this as an application for the contract to establish and maintain the Digital Terrestrial Television (DTT) Multiplex C.

1. Introduction to Applicant

1.1.a. Please provide the following details:

(i) Applicant's name, address and contact details

Applicant:

Boxer DTT Limited (trading as Boxer)

Company's Registered Address:

South Bank House,
Barrow Street,
Dublin 4.

The relevant contact details for the applicant are outlined at point (ii) below.

(ii) Named contact for liaison and correspondence between the BCI and the applicant, and for public purposes

Deirdre Murphy
Company Secretary,
Boxer DTT Limited (trading as Boxer),
Sixth Floor,
1 Grand Canal Quay,
Dublin 2.
Tel: (01) 432 5905
Fax: (01) 432 5901
Email deirdre.murphy@boxer.ie

(iii) List of advisers including consultants, auditors, bankers and solicitors

Market research

TNS mrbi
Temple Road,
Blackrock,
Co. Dublin.

McConnells Advertising
Grand Mill Quay,
Barrow Street,
Dublin 4.

McKinsey
Klarabergsviadukten 70,
107 24 Stockholm,
Sweden.

Focus Groups Online
56 Kilgarron Park,
Enniskerry,
Co. Wicklow.

Creative

Dcoy
14 Fitzwilliam Quay,
Ringsend,
Dublin 4.

Abby Norm
Nybrogatan 39,
114 84 Stockholm,
Sweden.

Consultants

Stella Advisors UK
5 Jubilee Place, 3rd Floor,
London SW3 3TD ,
England.

goetzpartners Corporate Finance, UK
32 Brook Street,
London W1K 5DL,
England.

Solicitors

LK Shields Solicitors
39-40 Upper Mount Street,
Dublin 2.

Mason Hayes & Curran Solicitors
South Bank House,
Barrow Street,
Dublin 4.

Jones Day
21 Tudor Street,
London, EC4Y 0DJ,
England.

Bankers

Ulster Bank
Ulster Bank Group Centre,
George's Quay,
Dublin 2.

Bank of Ireland,
Head Office,
Lower Baggot Street,
Dublin 2.

Auditors

KPMG
5 George's Dock,
IFSC,
Dublin 1.

(iv) Where the application is conditional (i.e. linked to other application(s), a numerical reference confirming that it is part of a set (e.g. if an applicant had three linked applications, they should be labelled 1 of 3, 2 of 3 and 3 of 3 respectively).

This application is conditional on being awarded all three multiplex licence contracts. Therefore this application, as a part of a set of 3 applications, is identified in the preface.