
3.2. Summary of Application

Overview

OneVision is the consortium to deliver the new DTT platform independently, imaginatively and professionally to Ireland. OneVision is a new platform backed by four companies who represent a diverse indigenous broadcast industry and whose interest is to maximise the success of this new platform.

OneVision is powered by the scale and ubiquity of eircom; the world-leading content capability and PayTV experience of Setanta; the daily reach and mass market, national broadcast experience of TV3; and the DTT industry best-in-class competence of Arqiva. With OneVision, DTT will be a compelling bridge into the digital world for Irish viewers, and we back this belief with our commitments. Firstly, to be affordable, by being lower-cost than competing platforms. Secondly, to provide the most relevant and highest quality content that people are proud to have in their homes. Our third commitment is to be accessible through straightforward marketing and ubiquitous coverage. Finally, the OneVision group's focus is unambiguous: to ensure maximum adoption of DTT in Ireland.

OneVision: The Affordable TV Platform

The core DTT target market has shown that it will not pay the high prices charged by other platforms. The BCI has already given a strong lead on low-cost by sharply reducing licensing fees. OneVision will offer the lowest cost TV platform for all viewers.

'Free' is our starting point as we extend the free public service multiplex with six extra free channels.

'Basic' is the entry level pay service, offering twenty-three additional channels for just €9.99 per month, the cheapest entry-level service in the market and a range of premium offerings of sports and blockbuster movies at best prices in the market. Low prices can only be delivered by the most efficient services. Our consortium has an exceptional record. Setanta has taken the UK pay market by storm, signing up over 1 million subscribers in a year through a £9.99 offer. TV3 has become the second most-watched channel in Ireland based on a schedule entirely self-funded at a fraction of the cost of any of the State channels. eircom is Ireland's leading digital broadband provider with almost 600,000 broadband connections nation-wide and Arqiva has the specialist knowledge to drive maximum efficiency from multiplex operations.

As we drive down costs, we will keep our prices low and invest in marketing to grow the platform. We believe we can work with the network provider to optimise multiplexing and transmission costs. We have sourced the best prices and technology for set-top boxes, leveraging our consortium's international experience.

OneVision: Content for the Home

DTT has succeeded in other markets by being a 'well-edited' platform, in contrast to the overload (for some viewers) of Satellite and Cable. OneVision will provide content that people are proud to have in their homes.

OneVision is Irish. While the FTA multiplex carries the core Irish channels (RTE1, RTE2, TV3, TG4, Oireachtas TV and perhaps an Irish Film channel), OneVision will also support new Irish channels and heavily promote these services. More sports coverage, extended independent news, and daily entertainment reports will feature from towns across Ireland. Setanta has already shown its commitment to Irish sports through extensive coverage of GAA (National League, Club and Underage), Rugby (Magners' League, School Rugby) and All-Ireland soccer (the Setanta Cup and the eircom league). TV3, which has strengthened its Irish output with extensive independent News, documentaries, and award-winning breakfast TV, will launch two new Irish channels. Eircom, as Ireland's

leading Internet company, will provide expertise to enhance the DTT proposition with interactive broadband connectivity and 'On Demand' services.

The best international 'must-have' content will be carried on the Basic service in a broad mix across all genres, and the Premium service will show Setanta's premium sports content, Sky Sports (under negotiation) and blockbuster, latest release movies. OneVision is committed to providing fair and equal access to the platform for content providers subject only to legally-required licensing and territorial Rights clearances.

OneVision: for Everyone

The combination of low prices and well-chosen content is attractive to every viewer. Our consortium's commitment is to make this new platform accessible to everyone.

The OneVision consortium has reach into nearly every home in Ireland. eircom's reach extends into every town and village throughout Ireland. TV3 has a monthly reach of 95% of TV households in Ireland, and Setanta has a well-established, and growing, share of the pay-platform markets. Each company has an enviable record in market-growth and retention based on first-class marketing and sales expertise. eircom and Setanta excel in the distribution of consumer electronics.

OneVision will offer 90% coverage at analogue switch-off, and plans to push to 93% post ASO. Arqiva are experts in designing and operating DTT network and multiplexing services. Arqiva will design and optimise the capacity of the multiplexes to facilitate the widest choice of services so OneVision becomes a platform for everyone.

OneVision: a real alternative platform

We believe that with low prices, well-chosen content and reach into every home, OneVision should rapidly become the best value TV platform in Ireland. Our consortium's ambition is unambiguous and our ability to compete is unfettered. We have no investment in the existing platforms and receive no State funding. Our success will only come from the popularity of the OneVision platform.

Our primary market are households that have chosen not to take up existing pay services. Both eircom and TV3's reach into this market is extensive. These homes are today, our customers and our viewers. Through low-prices we believe we will adopt these customers over time into pay customers. But we will also target existing pay viewers who want the better value that results from our low-cost operations. And we will be an add-on for second and third TV sets (where the primary set is on cable or satellite).

The OneVision plan is stand alone. It has been tested through research, extensive modelling and benchmarking, as required by the rigorous world-class investors behind our group of companies. Each business in the consortium has a proven financial record and all are committed to investing for growth.

Our shareholders combine a range of world class investors and television expertise who have delivered. OneVision offers independence, commerciality and plurality of ownership.

We know the Irish market and will build a brand that will become a national success.

Our commitments to low price, well-chosen content, accessibility and success, are unambiguous. Underpinning them is the core belief of our consortium: that with OneVision you get the best of all worlds.