Q1. (PROMPTED) Which of the following best describes your role in making the decision about which television service you get, or the channels you receive, in your household? (SINGLE CODE) .................................................................1
  Base: All respondents

Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE) .........................................................................................................................7
  Base: All who are responsible for the household television service

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE) .................................................................................................................................19
  Base: All who are responsible for the household television service

Q4. Before today, were you aware of the BT Sport channels? (SINGLE CODE) .................................................................................................................................32
  Base: All who are responsible for the household television service

Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE) .................................................................................................................................38
  Base: All aware of BT Sport TV channels (who are responsible for the household television service)

Q6. Before today, were you aware of the Sky Sports TV channels? (SINGLE CODE) .................................................................................................................................55
  Base: All who are responsible for the household television service

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE) .................................................................................................................................61
  Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE) .................................................................................................................................80
  Base: All who are responsible for the household television service

Q9. Does your household have access to BT Sport through the BT Sport app or online player? (SINGLE CODE) .................................................................................................................................141
  Base: All with fixed broadband from BT (who are responsible for the household television service)

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE) .................................................................................................................................147
    Base: All Sky Sports subscribers (who are responsible for the household television service)

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE) .................................................................................................................................179
    Base: All Sky Sports subscribers (who are responsible for the household television service)

Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE) .................................................................................................................................206
    Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE) .................................................................................................................................237
    Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE) .................................................................................................................................263
    Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

Q15. (PROMPTED) Which one of the following best describes your household’s reason for getting both BT Sport and Sky Sports? (SINGLE CODE) .................................................................................................................................275
    Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q16. (PROMPTED) How important is it for your household to get both BT Sport and Sky Sports? (SINGLE CODE) .......................................................... 281
Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

Q15. (PROMPTED) Which one of the following best describes your household’s reason for getting both BT Sport and Sky Sports? (SINGLE CODE) ...................................................................................................................... 289
Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

Q17. (PROMPTED) SCENARIO 1 - NO SKY SPORTS If for some reason Sky Sports was no longer available on Sky/ Virgin Media/ BT TV/ TalkTalk TV but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk? (SINGLE CODE) ...................................................................................................................... 290
Base: All Sky Sports subscribers (who are responsible for the household television service)

Q18. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE) ...................................................................................................................... 296
Base: Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

Q19. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE) ...................................................................................................................... 308
Base: Sky Sports subscribers who would stop getting their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS ...................................................................................................................... 314
Base: All Sky Sports subscribers (who are responsible for the household television service)

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS ...................................................................................................................... 320
Base: All Sky Sports subscribers (who are responsible for the household television service)

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS ...................................................................................................................... 321
Base: All Sky Sports subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 1

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS ...................................................................................................................... 327
Base: All Sky Sports subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 1

Q20. (PROMPTED) SCENARIO 2 - NO BT SPORT If for some reason BT Sport was no longer available on Sky/ Virgin Media/ BT/ TalkTalk but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk (SINGLE CODE) ...................................................................................................................... 328
Base: All BT Sport subscribers (who are responsible for the household television service)

Q21. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE) ...................................................................................................................... 334
Base: BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

Q22. Would your household continue to get your broadband service from BT? (SINGLE CODE) ...................................................................................................................... 346
Base: BT Broadband customers who are also BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

Q23. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE) ...................................................................................................................... 352
Base: BT Sport subscribers who would stop getting their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

SUMMARY FOR SCENARIO 2 - NO BT SPORT ...................................................................................................................... 358
Base: All BT Sport subscribers (who are responsible for the household television service)

SUMMARY FOR SCENARIO 2 - NO BT SPORT ...................................................................................................................... 364
Base: All BT Sport subscribers (who are responsible for the household television service)

SUMMARY FOR SCENARIO 2 - NO BT SPORT ...................................................................................................................... 365
Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

SUMMARY FOR SCENARIO 2 - NO BT SPORT ...................................................................................................................... 366
Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

SUMMARY FOR SCENARIO 2 - NO BT SPORT ...................................................................................................................... 367
Base: All BT Sport subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2

SUMMARY FOR SCENARIO 2 - NO BT SPORT ...................................................................................................................... 373
Base: All BT Sport subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2

Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT - 2 GAMES EACH Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE) ............................................................................................................376

Base: All who are responsible for the household television service

Q25. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE) ............................................................................................................387

Base: All who would change the sports channels they get if Sky Sports and BT Sport each showed 2 live Premier League games per week
Q28. (PROMPTED) SCENARIO 4 - CHAMPIONS LEAGUE ON BT SPORT Currently ITV and Sky Sports both show Champions League football matches. This will change in 2015. From August next year Champions League matches will only be available on BT Sport. When that happens, if everything else stayed the same, what sports channels would you get? (SINGLE CODE) ... 
Base : All who are responsible for the household television service

Q29. (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE) ... 
Base : Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

Q30. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE) ... 
Base : All who would change the sports channels they get when Champions League matches will only be available on BT Sport

STANDARD ... 
Base : All who are responsible for the household television service
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q1. (PROMPTED) Which of the following best describes your role in making the decision about which television service you get, or the channels you receive, in your household? (SINGLE CODE)

Base: All respondents

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<th>BUNDLING TV AND BROADBAND</th>
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</tr>
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Columns Tested: a,b,c,d,e,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 1
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1. (PROMPTED) Which of the following best describes your role in making the decision about which television service you get, or the channels you receive, in your household? (SINGLE CODE)

**Base : All respondents**

| SKY TV & ANY BB Except SKY BB | SKY TV & TT BB | SKY TV & VIRGIN MEDIA BB | SKY TV & OTHER BB | SKY TV & NO BB | VIRGIN MEDIA TV & NOT OTHER BB | VIRGIN MEDIA NOT SKY TV | FREE TO AIR & BT BB | FREE TO AIR & TT BB | FREE TO AIR & SKY TV | FREE TO AIR & OTHER BB | FREE TO AIR & NO BB | TOTAL | UNWEIGHTED TOTAL | EFFECTIVE WEIGHTED SAMPLE | TOTAL | **EXCEPT SKY BB** | **b** | **c** | **d** | **e** | **f** | **g** | **h** | **i** | **j** | **k** | **l** | **m** | **n** | **o** | **p** |
|-----------------------------|---------------|------------------------|------------------|---------------|------------------------|--------------------------|-----------------------|---------------------|---------------------|---------------------|---------------------|-------------------|-------------------|-------------------|-------------------|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Significance Level: 95%     |               |                        |                  |               |                        |                          |                      |                     |                     |                     |                     |                   |                   |                   |                   |                  |                |              |              |              |              |              |              |              |              |              |
| Unweighted total            | 4100          | 412                    | 188               | 89             | 46                      | 89                       | 99                    | 51                  | 222                 | 147                | 73                      | 83             | 171              | 507             | 114              | 36                | 78            |                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |
| Effective Weighted Sample   | 3667          | 371                    | 169               | 79             | 42                      | 81                       | 89                    | 45                  | 196                 | 133                | 65                      | 74             | 155              | 471             | 102              | 32                | 70            |                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |
| Total                       | 4114          | 445                    | 200               | 96             | 50                      | 99                       | 80                    | 39                  | 228                 | 145                | 82                      | 86             | 183              | 405             | 126              | 38                | 88            |                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |
| Personally responsible for the decision | 1474 | 173                    | 81                | 42             | **34**                  | 50                       | 26                    | 37                  | 42                  | 32                  | 52                      | 38             | 72               | **36**          | **33**           | **36**            | **29**         |                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |
| Jointly responsible for the decision | 1684 | 271                    | 119               | 54             | **65**                  | 30                       | 13                    | 63                  | 84                  | 55                  | 41                      | 111            | 81               | **59**          |                   |                   | **59**         |                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |
| ANY RESPONSIBILITY          | 3158          | 445                    | 200               | 96             | **99**                  | 80                       | 39                    | 228                 | 145                | 82                      | 86             | 183              | 405             | 126              | **88**           | **88**         |                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |
| Not at all responsible for the decision | 704 | -                      | -                 | -              | **-**                   | -                        | -                    | -                   | -                   | -                   | -                        | -              | -                | -               | -                | **-**             | **-**         |                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |
| Don't know                  | 22            | -                      | -                 | -              | **-**                   | -                        | -                    | -                   | -                   | -                   | -                        | -              | -                | -               | -                | **-**             | **-**         |                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |
| No TV set in the household  | 231           | -                      | -                 | -              | **-**                   | -                        | -                    | -                   | -                   | -                   | -                        | -              | -                | -               | -                | **-**             | **-**         |                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1. (PROMPTED) Which of the following best describes your role in making the decision about which television service you get, or the channels you receive, in your household? (SINGLE CODE)

Base : All respondents

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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 1

**REASON FOR GETTING SKY SPORTS**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q1. (PROMPTED) Which of the following best describes your role in making the decision about which television service you get, or the channels you receive, in your household? (SINGLE CODE)**

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**Columns Tested: a,b,c,d,e,f,g,h,i,j,k**
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1. (PROMPTED) Which of the following best describes your role in making the decision about which television service you get, or the channels you receive, in your household? (SINGLE CODE)

Base: All respondents

### Table 1

##### REASON FOR GETTING BT SPORT

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##### PERSONAL RESPONSIBILITY

| ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY RESPONSIBILITY | ANY 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RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any RESPONSibility | Any Responsibl...
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Q1. (PROMPTED) Which of the following best describes your role in making the decision about which television service you get, or the channels you receive, in your household? (SINGLE CODE)

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<thead>
<tr>
<th>Base : All respondents</th>
<th>SEC</th>
<th>ETHNICITY</th>
<th>MINORITY</th>
<th>NATION</th>
<th>NORTH</th>
<th>AGE</th>
<th>SEX</th>
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<tbody>
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<td></td>
<td></td>
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<tr>
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<td>699</td>
<td>1884</td>
<td>1517</td>
<td>3483</td>
<td>603</td>
<td>3459</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>659</td>
<td>1743</td>
<td>1462</td>
<td>3117</td>
<td>540</td>
<td>3097</td>
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<tr>
<td>Total</td>
<td>4114</td>
<td>970</td>
<td>1999</td>
<td>1146</td>
<td>3460</td>
<td>640</td>
<td>3469</td>
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<tr>
<td>Personally responsible for the decision</td>
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<td>284</td>
<td>647</td>
<td>543</td>
<td>1288</td>
<td>180</td>
<td>1191</td>
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<tr>
<td>Jointly responsible for the decision</td>
<td>1684</td>
<td>501</td>
<td>862</td>
<td>321</td>
<td>1446</td>
<td>236</td>
<td>1425</td>
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<tr>
<td>ANY RESPONSIBILITY</td>
<td>3158</td>
<td>785</td>
<td>1509</td>
<td>864</td>
<td>2734</td>
<td>417</td>
<td>2616</td>
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<tr>
<td>Not at all responsible for the decision</td>
<td>704</td>
<td>135</td>
<td>366</td>
<td>202</td>
<td>538</td>
<td>162</td>
<td>640</td>
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<tr>
<td>Don't know</td>
<td>22</td>
<td>5</td>
<td>12</td>
<td>4</td>
<td>18</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>No TV set in the household</td>
<td>231</td>
<td>44</td>
<td>111</td>
<td>75</td>
<td>171</td>
<td>57</td>
<td>196</td>
</tr>
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Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
Table 2

<table>
<thead>
<tr>
<th>Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>SKY MEDIA</strong></td>
<td><strong>BT TV</strong></td>
</tr>
<tr>
<td><strong>TalkTalk TV</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BT TV</strong> (formerly BT Vision)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: All who are responsible for the household television service

Prepared by Saville Rossiter - Base: 01727 899 399

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE)

**Significance Level: 95%**

<table>
<thead>
<tr>
<th>Base: All who are responsible for the household television service</th>
<th><strong>PAY TV PROVIDER</strong></th>
<th><strong>BROADBAND PROVIDER</strong></th>
<th><strong>BUNDLING TV AND BROADBAND</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>SKY MEDIA</strong></td>
<td><strong>BT TV</strong></td>
<td><strong>FREE TO AIR</strong></td>
</tr>
<tr>
<td><strong>TalkTalk TV</strong></td>
<td></td>
<td></td>
<td><strong>FREE TO AIR</strong></td>
</tr>
<tr>
<td><strong>BT TV</strong> (formerly BT Vision)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
</tr>
<tr>
<td>Total</td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
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<td></td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>SKY</td>
<td>1159</td>
<td>473</td>
</tr>
<tr>
<td>Virgin</td>
<td>1207</td>
<td>486</td>
</tr>
<tr>
<td>Media</td>
<td>94</td>
<td>89</td>
</tr>
<tr>
<td>BT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free</td>
<td></td>
<td></td>
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<tr>
<td>Pay</td>
<td></td>
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</tr>
<tr>
<td>AIR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY PAY TV</td>
<td>60%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>f</td>
<td>f</td>
</tr>
<tr>
<td></td>
<td>63%</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>15%</td>
</tr>
<tr>
<td>Freesat/Freewater</td>
<td>37%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>abd</td>
<td>jkl</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
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<tr>
<td></td>
<td>-%</td>
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</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Table 2

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td><strong>Sky TV &amp; ANY BB</strong></td>
<td><strong>Total</strong></td>
<td><strong>EXCEPT SKY BB &amp; BT TV</strong></td>
<td><strong>SKY TV &amp; TT BB</strong></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>412</td>
<td>188</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>371</td>
<td>169</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>445</td>
<td>200</td>
</tr>
<tr>
<td><strong>Sky</strong></td>
<td>1207</td>
<td>445</td>
<td>200</td>
</tr>
<tr>
<td><strong>Freeview</strong></td>
<td>1055</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Virgin Media</strong></td>
<td>486</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Freesat</strong></td>
<td>124</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>BT TV (formerly BT Vision)</strong></td>
<td>117</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TalkTalk TV</strong></td>
<td>99</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>50</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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<tr>
<th></th>
<th>SOLUS TV</th>
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<th>BT SPORT APP</th>
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<tr>
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<td>SKY TV &amp; ANY BB</td>
<td>SKY TV &amp; BT BB</td>
<td>SKY TV &amp; OTHER BB</td>
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<td></td>
<td>EXCEPT SKY BB</td>
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<tr>
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<td>Total</td>
<td>a</td>
<td>b</td>
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<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>412</td>
<td>188</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>371</td>
<td>169</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>445</td>
<td>200</td>
</tr>
<tr>
<td>ANY PAY TV</td>
<td>1909</td>
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<tr>
<td>23%</td>
<td>10%</td>
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<td>**</td>
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<tr>
<td>FREESAT/ FREEVIEW</td>
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Columns Tested: a,b,c,d,e,f,g - h,i,k,l,m - n,o,p

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE)

### Table 2 - SPORTS CHANNEL SUBSCRIBERS

<table>
<thead>
<tr>
<th></th>
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<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>SKY SPORTS OR BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
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<td>662</td>
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<td>147</td>
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<td>169</td>
<td>150</td>
<td>376</td>
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<td>662</td>
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<td>147</td>
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<tr>
<td>Sky Sports</td>
<td>1207</td>
<td>526</td>
<td>169</td>
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<td>479</td>
<td>147</td>
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<td>662</td>
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<td>332</td>
<td>545</td>
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<tr>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Sky Sports</td>
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<td>150</td>
<td>376</td>
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<td>545</td>
</tr>
<tr>
<td></td>
<td></td>
<td>38%</td>
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<td></td>
<td></td>
<td></td>
<td>50%</td>
<td></td>
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</table>

Base: All who are responsible for the household television service

Columns Tested: a,b,c,d,e,f,g,h,i,j
### Table 2: Sports Channel Subscribers

**PAY TV Wholesale Must-Offer Review, 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q2. (Prompted) Through which of the following services does your household receive TV on the main set? (Single Code)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Any Pay TV</th>
<th>Freesat/Freeview</th>
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<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>f</td>
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<td>612</td>
<td>211</td>
<td>401</td>
<td>560</td>
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<td>189</td>
<td>360</td>
<td>502</td>
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<td>SKY Sports and BT Sport</td>
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<td>225</td>
<td>417</td>
<td>368</td>
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<tr>
<td>SKY Sports but Not BT Sport</td>
<td>225</td>
<td>111</td>
<td>111</td>
<td>2405</td>
<td>198</td>
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<td>111</td>
<td>417</td>
<td>417</td>
<td>2405</td>
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<td>2405</td>
<td>2405</td>
<td>586</td>
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<td>367</td>
<td>367</td>
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<td>367</td>
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<tr>
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<td>753</td>
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<tr>
<td>Sky Sports 1/2 nor BT Sport</td>
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<tr>
<td>Sky Sports 1/2 nor Sky Sports</td>
<td>753</td>
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<td>Either Sky Sports or BT Sport</td>
<td>753</td>
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</tbody>
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**Significance Level: 95%**

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULARLY</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF FOOTBALL</td>
<td>ANY MENTION OF PL AND CL</td>
<td>NO MENTION OF SPORT</td>
<td>ANY MENTION OF PARTICULAR SPORT</td>
<td></td>
</tr>
<tr>
<td><strong>MENTION OF ANY FOOTBALL</strong></td>
<td><strong>MENTION OF PL</strong></td>
<td><strong>MENTION OF CL AND</strong></td>
<td><strong>MENTION OF SPORT</strong></td>
<td><strong>SPORTS</strong></td>
</tr>
<tr>
<td>(a)</td>
<td>(b)</td>
<td>(c)</td>
<td>(d)</td>
<td>(e)</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
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<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>367</td>
<td>261</td>
<td>175</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>328</td>
<td>234</td>
<td>157</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>384</td>
<td>273</td>
<td>180</td>
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<td>Sky</td>
<td>1207</td>
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<td>38%</td>
<td>80%</td>
<td>80%</td>
<td>81%</td>
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<tr>
<td>Freeview</td>
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<tr>
<td>33%</td>
<td>-</td>
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<td>-</td>
<td>-</td>
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<tr>
<td>Virgin Media</td>
<td>486</td>
<td>65</td>
<td>46</td>
<td>30</td>
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<tr>
<td>15%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Freesat</td>
<td>124</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>4%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>BT TV (formerly BT Vision)</td>
<td>117</td>
<td>5</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>TalkTalk TV</td>
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<td>7</td>
<td>4</td>
<td>2</td>
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<tr>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Other</td>
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<td>-</td>
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<tr>
<td>2%</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 2

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULARLY</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF FOOTBALL</td>
<td>ANY MENTION OF PL</td>
<td>MENTION OF CL</td>
<td>NO MENTION OF FOOTBALL</td>
<td>ANY MENTION OF SPORT</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>367</td>
<td>261</td>
<td>175</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>328</td>
<td>234</td>
<td>157</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>384</td>
<td>273</td>
<td>180</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter: Base: 01727 899 399
Prepared by Saville Rossiter-Base : 01727 899 399

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE)**

Base : All who are responsible for the household television service

### Table 2

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
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<tr>
<td>ANY MENTION OF SPORT IN</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td>ANY FOOTBALL MENTION OF PL</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td>MENTION OF NO FOOTBALL MENTION OF PL</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td>MENTION OF NO FOOTBALL</td>
<td>AWARE OF BOTH</td>
</tr>
<tr>
<td>OF SPORT</td>
<td>BOTH &amp; BTS</td>
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<td>NOT BTS</td>
</tr>
<tr>
<td>ANY MENTION OF PARTICULAR</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td>SPORTS</td>
<td>AWARE OF BOTH</td>
</tr>
<tr>
<td>ONLY NON-SPORT REASONS</td>
<td>BOTH &amp; BTS</td>
</tr>
<tr>
<td>PL AS MAIN REASON</td>
<td>NOT BTS</td>
</tr>
<tr>
<td>AWARE OF SS</td>
<td>AWARE OF BOTH</td>
</tr>
<tr>
<td>AWARE OF SS &amp; BTS</td>
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<tr>
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<td>NOT BT</td>
</tr>
<tr>
<td>NOT OF BTS</td>
<td>NOT OF BTS</td>
</tr>
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</table>

| Significance Level: 95% |

**Physicians’ desk**

- **Total**
  - Sky: 1207
  - Freeview: 1055
  - Virgin Media: 486
  - Freesat: 124
  - BT TV (formerly BT Vision): 117
  - TalkTalk TV: 99

**Columns Tested:** a,b,c,d,e,f,g-h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE)

Base: All who are responsible for the household television service

### Table 2

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<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Any Mention of Sport in General</th>
<th>Awareness Summary</th>
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<td>Mention of PL</td>
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<td>b</td>
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<tr>
<td>Significance Level: 95%</td>
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<tr>
<td>Unweighted total</td>
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<tr>
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<td>Other</td>
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<td>-%</td>
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<tr>
<td>-%</td>
<td>-%</td>
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<tr>
<td>ANY PAY TV</td>
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<td>90%</td>
<td>89%</td>
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<td>8%</td>
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<td>11%</td>
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<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>4%</td>
</tr>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o
## Table 2

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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**Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE)**

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>AGE</th>
<th>SEX</th>
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<tr>
<td>Total</td>
<td>AB a</td>
<td>C1C2 b</td>
<td>DE c</td>
<td>WHITE d</td>
<td>ETHNIC GROUP e</td>
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<td>1509</td>
<td>864</td>
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<td>280</td>
<td>990</td>
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<td>42%</td>
<td>40%</td>
<td>32%</td>
<td>36%</td>
<td>52%</td>
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<td>Freeview</td>
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<td>393</td>
<td>953</td>
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<td>Virgin Media</td>
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<td>109</td>
<td>279</td>
<td>98</td>
<td>438</td>
</tr>
<tr>
<td>Freesat</td>
<td>124</td>
<td>32</td>
<td>58</td>
<td>34</td>
<td>114</td>
</tr>
<tr>
<td>BT TV (formerly BT Vision)</td>
<td>117</td>
<td>38</td>
<td>60</td>
<td>19</td>
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<tr>
<td>TalkTalk TV</td>
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Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q2. (PROMPTED) Through which of the following services does your household receive TV on the main set? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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<tbody>
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<tr>
<td>Total</td>
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<tr>
<td>Unweighted total</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>ANY PAY TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FREESAT/ FREEVIEW</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

| Columns Tested: | a,b,c, d,e, f,g,h,i, j, k,l,m,n - o,p |

Prepared by Saville Rossiter-Base : 01727 899 399
## Table 3

### Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
<td>BT</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>1159</td>
<td>473</td>
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<tr>
<td>Total</td>
<td>3158</td>
<td>1207</td>
<td>486</td>
</tr>
<tr>
<td>Sky (inc O2, BE broadband)</td>
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<td>664</td>
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</tr>
<tr>
<td>Virgin Media</td>
<td>592</td>
<td>50</td>
<td>447</td>
</tr>
<tr>
<td>BT</td>
<td>558</td>
<td>200</td>
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</tr>
<tr>
<td>TalkTalk (inc Tiscali, Pipex, AOL)</td>
<td>343</td>
<td>96</td>
<td>3</td>
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<tr>
<td>Orange/EE/T-Mobile</td>
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<td>Plusnet</td>
<td>66</td>
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</tr>
<tr>
<td>Tesco</td>
<td>10</td>
<td>2</td>
<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
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<td></td>
<td>SKY MEDIA BT TV</td>
<td>SKY BB &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td>TALK TV ANY PAY TV</td>
<td>VIRGIN MEDIA TV &amp; BB &amp; TT BB</td>
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<td>1st to 7th October 2014.</td>
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<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TV</th>
<th>ANY PAY TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK</th>
<th>OTHER</th>
<th>NONE</th>
<th>SKY TV &amp; SKY BB</th>
<th>BT TV &amp; BT BB</th>
<th>VIRGIN MEDIA BB &amp; TT BB</th>
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<td>4%</td>
<td>3%</td>
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<tr>
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<td>1%</td>
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<tr>
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<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
<tr>
<td>%</td>
<td>16%</td>
<td>5%</td>
<td>1%</td>
<td>2%</td>
<td>6%</td>
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</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter - Base: 01727 899 399
### Table 3: Pay TV Wholesale Must-Offer Review: 1st to 7th October 2014

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

<table>
<thead>
<tr>
<th>Base: All who are responsible for the household television service</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOLUS TV</strong></td>
</tr>
<tr>
<td><strong>BROADBAND ONLY</strong></td>
</tr>
<tr>
<td><strong>BT SPORT APP</strong></td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Sky &amp; Any BB</th>
<th>Sky TV &amp; Virgin Media</th>
<th>Sky TV &amp; Virgin Other BB</th>
<th>Sky TV &amp; No BB</th>
<th>Virgin Media TV &amp; Not Virgin Media BB</th>
<th>Free to Air &amp; BT BB</th>
<th>Free to Air &amp; Virgin Media BB</th>
<th>Free to Air &amp; Sky BB</th>
<th>Free to Air &amp; Other BB</th>
<th>Free to Air &amp; No BB</th>
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</thead>
<tbody>
<tr>
<td><strong>Unweighted total</strong></td>
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<td>412</td>
<td>188</td>
<td>89</td>
<td>46</td>
<td>89</td>
<td>99</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>51</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
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<td>371</td>
<td>169</td>
<td>79</td>
<td>42</td>
<td>81</td>
<td>89</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>45</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td>200</td>
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<td>80</td>
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<td>3</td>
<td>39</td>
</tr>
<tr>
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<td>759</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Virgin Media</strong></td>
<td>592</td>
<td>50</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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</tr>
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<td>1</td>
<td>-</td>
</tr>
<tr>
<td><strong>TalkTalk (inc. Tiscali, Pipex, AOL)</strong></td>
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<td>96</td>
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<td>100</td>
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<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td><strong>Orange/EE/T-Mobile</strong></td>
<td>90</td>
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<td>-</td>
<td>3</td>
<td>-</td>
<td>100</td>
<td>100</td>
<td>1</td>
<td>1</td>
<td>1</td>
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</tr>
<tr>
<td><strong>Plusnet</strong></td>
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</table>

Prepared by Saville Rossiter: 01727 899 399
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 3

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY BB</td>
<td>FREE TO AIR &amp; &amp; FREE TO AIR &amp;</td>
</tr>
<tr>
<td></td>
<td>EXCEPT SKY BB</td>
<td>VIRGIN MEDIA &amp; &amp; VIRGIN MEDIA &amp;</td>
</tr>
<tr>
<td></td>
<td>SKY TV &amp; BB</td>
<td>&amp; OTHER BB</td>
</tr>
<tr>
<td></td>
<td>&amp; TT BB</td>
<td>&amp; NO BB</td>
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<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>412</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>371</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>445</td>
</tr>
<tr>
<td>Vodafone</td>
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<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>135</td>
<td>44</td>
</tr>
<tr>
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<tr>
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Columns Tested: a,b,c,de,g,h,i,j,k,l-m-n,o,p

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

Base: All who are responsible for the household television service

### Table 3: Sports Channel Subscribers

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<tr>
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<td>Effective Weighted Sample</td>
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</tr>
<tr>
<td>3158</td>
</tr>
<tr>
<td>Sky (inc O2, BE broadband)</td>
</tr>
<tr>
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</tr>
<tr>
<td>Virgin Media</td>
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<tr>
<td>592</td>
</tr>
<tr>
<td>BT</td>
</tr>
<tr>
<td>556</td>
</tr>
<tr>
<td>TalkTalk (inc Tiscali, Pipex, AOL)</td>
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### Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)**

Base: All who are responsible for the household television service

Table 3

<table>
<thead>
<tr>
<th>Sports Channel Subscribers</th>
<th>SKY Sports</th>
<th>BT Sport</th>
<th>SKY Sports BUT NOT BT Sport</th>
<th>BT Sport NOR SKY Sports</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY Sports 1/2 BUT NOT BT Sport</th>
<th>SKY Sports 1/2 AND BT Sport</th>
<th>Sky Sports 1/2 OR BT Sport</th>
<th>Either Sky Sports OR BT Sport</th>
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Significance Level: 95%

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<th>586</th>
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Tesco

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Vodafone

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Other

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<th>118</th>
<th>14</th>
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<th>12</th>
<th>17</th>
</tr>
</thead>
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<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
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Don't know

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<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

None - Don't have fixed broadband

<table>
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<th>39</th>
<th>7</th>
<th>32</th>
<th>39</th>
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<tbody>
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<td>2%</td>
<td>3%</td>
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<td>7%</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 3

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF PL AND CL</td>
<td>MENTION OF PL</td>
<td>NO MENTION OF FOOTBALL</td>
<td>MENTION OF SPORT</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
<tr>
<td>Sky (inc O2, BE broadband)</td>
<td>759</td>
<td>24%</td>
<td>173</td>
<td>45%</td>
</tr>
<tr>
<td>Virgin Media</td>
<td>592</td>
<td>19%</td>
<td>82</td>
<td>21%</td>
</tr>
<tr>
<td>BT</td>
<td>556</td>
<td>18%</td>
<td>73</td>
<td>19%</td>
</tr>
<tr>
<td>TalkTalk (inc Tiscali, Pipex, AOL)</td>
<td>343</td>
<td>11%</td>
<td>15</td>
<td>4%</td>
</tr>
<tr>
<td>Orange/EE/T-Mobile</td>
<td>90</td>
<td>3%</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>Plusnet</td>
<td>66</td>
<td>2%</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>Tesco</td>
<td>10</td>
<td>-%</td>
<td>-</td>
<td>-%</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

Base : All who are responsible for the household television service

### Table 3

#### REASON FOR GETTING SKY SPORTS

<table>
<thead>
<tr>
<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF PL</th>
<th>MENTION OF CL AND FOOTBALL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF SPORT</th>
<th>ANY MENTION OF PARTICULAR SPORT</th>
<th>ANY MENTION OF PL AND CL</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>367</td>
<td>261</td>
<td>175</td>
<td>170</td>
<td>231</td>
<td>510</td>
<td>444</td>
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<td>384</td>
<td>273</td>
<td>180</td>
<td>176</td>
<td>244</td>
<td>536</td>
<td>471</td>
<td>65</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>328</td>
<td>234</td>
<td>157</td>
<td>152</td>
<td>208</td>
<td>456</td>
<td>397</td>
<td>60</td>
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<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>384</td>
<td>273</td>
<td>180</td>
<td>176</td>
<td>244</td>
<td>536</td>
<td>471</td>
<td>65</td>
</tr>
</tbody>
</table>

#### Significance Levels: 95%

Columns Tested: a, b, c, d, e, f, g, h, i, j, k

Prepared by Saville Rossiter-Base : 01727 899 399
Table 3

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

Base: All who are responsible for the household television service

### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>GENERAL</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
<td>BUT NOT PARTICULAR SPORTS</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------</td>
<td>-------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>MENTION OF PL</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
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Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g - i,j,k,l,m,n,o

### AWARENESS SUMMARY

<table>
<thead>
<tr>
<th>AWARE OF SS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Unweighted total

Effective Weighted Sample

Unweighted total

Effective Weighted Sample

Sky (inc O2, BE broadband)

Virgin Media

BT

TalkTalk (inc Tiscali, Pipex, AOL)

Orange/EE/T-Mobile

Plusnet

Columns Tested: a,b,c,d,e,f,g - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

Base: All who are responsible for the household television service

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<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
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</thead>
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</tr>
<tr>
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<td>AWARE OF SS</td>
</tr>
<tr>
<td>MENTION OF PL</td>
<td>AWARE OF BTS</td>
</tr>
<tr>
<td>NO MENTION OF FOOTBALL</td>
<td>AWARE OF BOTH SS &amp; BTS</td>
</tr>
<tr>
<td>ANY MENTION OF PART AR SPORTS</td>
<td>NOT AWARE OF SS</td>
</tr>
<tr>
<td>GENERAL</td>
<td>NOT AWARE OF BTS</td>
</tr>
<tr>
<td>ONLY NON-SPORT REASONS</td>
<td>PL AS MAIN REASON</td>
</tr>
<tr>
<td>PL AS MAIN REASON</td>
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</tr>
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Table 3

Significance Level: 95%

Unweighted total: 3158
Effective Weighted Sample: 2817

Tesco

<table>
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<tr>
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<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
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<tbody>
<tr>
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<td>232</td>
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<td>232</td>
</tr>
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<td>Any mention of part AR sports</td>
<td>109</td>
<td>109</td>
<td>232</td>
<td>109</td>
<td>232</td>
</tr>
<tr>
<td>General</td>
<td>109</td>
<td>109</td>
<td>232</td>
<td>109</td>
<td>232</td>
</tr>
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<td>109</td>
<td>109</td>
<td>232</td>
<td>109</td>
<td>232</td>
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</table>

Vodafone

<table>
<thead>
<tr>
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<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
</tr>
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<tbody>
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<td>5</td>
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<tr>
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<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Any mention of part AR sports</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
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<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Only non-sport reasons</td>
<td>5</td>
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</table>

Other

<table>
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<tr>
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<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
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<tbody>
<tr>
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<tr>
<td>Any mention of part AR sports</td>
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<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>General</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Only non-sport reasons</td>
<td>3</td>
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<td>2</td>
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Don't know

<table>
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<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
</tr>
</thead>
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<td>1</td>
<td>1</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Any mention of part AR sports</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>General</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Only non-sport reasons</td>
<td>1</td>
<td>1</td>
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</table>

None - Don't have fixed broadband

<table>
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<th>Reason for Getting BT Sport</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
</tr>
</thead>
<tbody>
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</tr>
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<td>4</td>
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<td>3</td>
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<tr>
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<td>Only non-sport reasons</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>3</td>
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</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g,h,i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>AGE</th>
<th>SEX</th>
</tr>
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<td></td>
<td>MINORITY</td>
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<td></td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>570</td>
<td>1438</td>
<td>1150</td>
<td>2769</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>535</td>
<td>1328</td>
<td>1107</td>
<td>2472</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>785</td>
<td>1509</td>
<td>864</td>
<td>2734</td>
</tr>
</tbody>
</table>

| Sky (inc O2, BE broadband) | 759 | 190 | 387 | 181 | 610 | 149 | 624 | 72 | 43 | 20 | 688 | 255 | 324 | 159 | 21 | 392 | 367 |
| Virgin Media | 592 | 152 | 334 | 106 | 522 | 69 | 519 | 39 | 29 | 5 | 553 | 181 | 253 | 135 | 23 | 156 | 297 |
| BT | 556 | 190 | 276 | 90 | 502 | 52 | 448 | 53 | 31 | 25 | 503 | 76 | 241 | 189 | 51 | 301 | 255 |
| TalkTalk (inc Tiscali, Pipex, AOL) | 343 | 109 | 164 | 70 | 282 | 59 | 290 | 28 | 20 | 6 | 315 | 87 | 124 | 104 | 28 | 183 | 160 |
| Orange/EE/T-Mobile | 90 | 29 | 50 | 11 | 77 | 14 | 77 | 7 | 6 | - | 84 | 25 | 39 | 22 | 5 | 49 | 41 |
| Plusnet | 66 | 21 | 35 | 11 | 61 | 5 | 55 | 5 | 4 | 2 | 61 | 16 | 28 | 20 | 3 | 36 | 30 |
| Tesco | 10 | 2 | 7 | 1 | 9 | 1 | 8 | 1 | 1 | - | 9 | 2 | 7 | 1 | - | 3 | 7 |

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. (PROMPTED) Who is the fixed broadband provider (ISP) for your household? (SINGLE CODE)

Table 3

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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<td></td>
<td>BASE</td>
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Base: Unweighted total

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Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q4. Before today, were you aware of the BT Sport channels? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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<tr>
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<td>b</td>
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<tr>
<td>Unweighted total</td>
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<td>995</td>
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Significance Level: 95%

Unweighted total

Effective Weighted Sample

Total

Yes

No

Don't know

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter - Base: 01727 899 399
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Q4. Before today, were you aware of the BT Sport channels? (SINGLE CODE)

Base: All who are responsible for the household television service

### Table 4

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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</thead>
<tbody>
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<td><strong>FREE TO AIR &amp; BT TV</strong></td>
<td><strong>ONLY HAS BT SPORTS</strong></td>
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<tr>
<td><strong>SKY TV &amp; BT BB &amp; ANY</strong></td>
<td><strong>FREE TO AIR &amp; VIRGIN MEDIA</strong></td>
<td><strong>ONLY HAS BT SPORTS APP</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; VIRGIN MEDIA &amp; BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY TV</strong></td>
<td><strong>NO BT TV</strong></td>
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<tr>
<td><strong>SKY TV &amp; OTHER &amp; BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
<td><strong>NO BT SPORTS APP</strong></td>
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<tr>
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<td><strong>FREE TO AIR &amp; NO BB</strong></td>
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<tr>
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<td><strong>NEVER HAS BT TV</strong></td>
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<tr>
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<td><strong>FREE TO AIR &amp; SKY TV</strong></td>
<td><strong>NEVER HAS BT SPORTS APP</strong></td>
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<td><strong>NEVER HAS SKY SPORTS APP</strong></td>
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<tr>
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<td><strong>FREE TO AIR &amp; NO BB</strong></td>
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<td><strong>FREE TO AIR &amp; NO BB</strong></td>
<td><strong>NEVER HAS FREE TO AIR &amp; OTHER BB</strong></td>
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### Significance Level: 95%

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<tr>
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<th>d</th>
<th>e</th>
<th>f</th>
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<th>h</th>
<th>i</th>
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<td>147</td>
<td>73</td>
<td>83</td>
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<td>86</td>
<td>183</td>
<td>405</td>
<td>126</td>
<td>38</td>
</tr>
</tbody>
</table>

### Unweighted total

| 14% | 6% | 3% | ** | 3% | 3% | 1% | 3% | 3% | 1% | 7% | 5% | 3% | 3% | 6% | 13% | 4% | ** | 3% |

### Effective Weighted Sample

| 15% | 7% | 3% | ** | 3% | 2% | 1% | 8% | 5% | 3% | 3% | 6% | 10% | 5% | ** | 4% |

### Total

| 3158 | 445 | 200 | 96 | 50 | 99 | 80 | 39 | 228 | 145 | 82 | 86 | 183 | 405 | 126 | 38 | 88 |

### Yes

| 78% | 65% | 89% | 82% | ** | 77 | 59 | 29 | 192 | 114 | 66 | 64 | 142 | 259 | 126 | ** | 87 |

### No

| 20% | 15% | 10% | 18% | ** | 22 | 20 | 9 | 35 | 31 | 15 | 22 | 41 | 136 | 1 | ** | 1 |

### Don't know

| 11% | 3% | 3% | ** | 3% | 3% | 1% | 6% | 5% | 2% | 3% | 6% | 21% | 1% | ** | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter - Base: 01727 899 399
Table 4

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4. Before today, were you aware of the BT Sport channels? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS NOT BT SPORT</th>
<th>BT SPORT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
<td>Unweighted total</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4. Before today, were you aware of the BT Sport channels? (SINGLE CODE)

Base : All who are responsible for the household television service

Table 4

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
<th>SPORT IN GENERAL BUT NOT PARTICULAR SPORTS</th>
<th>ONLY NON-SPORT REASONS</th>
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<th>CL AS MAIN REASON</th>
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<td>MENTION OF PL</td>
<td>MENTION OF CL AND FOOTBALL</td>
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<td>ANY MENTION OF SPORT</td>
<td>g</td>
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<td>c</td>
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Yes

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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
Table 4

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q4. Before today, were you aware of the BT Sport channels? (SINGLE CODE)**

**Base**: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
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</thead>
<tbody>
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<td>NO MENTION OF FOOTBALL</td>
</tr>
<tr>
<td></td>
<td>PL</td>
<td>OF SPORT</td>
</tr>
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<td>a</td>
<td>b</td>
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<tr>
<td>Total</td>
<td>3158</td>
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<td>157</td>
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<tr>
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<td>4%</td>
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<td>No</td>
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</tr>
<tr>
<td>Don’t know</td>
<td>45</td>
<td>-</td>
</tr>
</tbody>
</table>
| 1%                          | -% | -% | -% | -% | -% | -% | -% | 1% | -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q4. Before today, were you aware of the BT Sport channels? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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<th>FEMALE</th>
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<td>864</td>
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<td>1213</td>
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Significance Level: 95%

Unweighted total: 3158
Effective Weighted Sample: 2817

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m,n - o,p

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 5

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Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE)

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
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<tr>
<td>Unweighted total</td>
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<td>Freeview</td>
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<td>107</td>
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<td>Freesat</td>
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<td>NOW TV</td>
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<td>75</td>
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Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p

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<th>BUNDLING TV AND BROADBAND</th>
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</thead>
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<tr>
<td></td>
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<tr>
<td></td>
<td>SKY &amp;</td>
<td>BB &amp;</td>
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Significance Level: 95%

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<th>b</th>
<th>c</th>
<th>d</th>
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<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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<td>516</td>
<td>88</td>
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Mobile operators (EE, Vodafone etc.)

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<th>SKY</th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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<td>3%</td>
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<td>5%</td>
<td>6%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>-</td>
<td>2</td>
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<td>3</td>
<td>1</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>169</td>
<td>165</td>
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<td>37</td>
<td>45</td>
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<td>48</td>
<td>7</td>
<td>49</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Mobile operators (EE, Vodafone etc.)</td>
<td>14%</td>
<td>10%</td>
<td>15%</td>
<td>6%</td>
<td>12%</td>
<td>11%</td>
<td>9%</td>
<td>12%</td>
<td>10%</td>
<td>13%</td>
<td>19%</td>
<td>26%</td>
<td>9%</td>
<td>7%</td>
<td>14%</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

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<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA BT TV</td>
<td>SKY BB BT TV &amp; BB BB TV &amp; TT BW</td>
</tr>
<tr>
<td>PAY TV</td>
<td>TALK TV ANY TV FREE TO AIR</td>
<td>SKY MEDIA BT TALK OTHER NONE</td>
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<tr>
<td>PROVIDER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY</td>
<td>a b c d e f</td>
<td>g h i j k l</td>
</tr>
<tr>
<td>VIRGIN MEDIA</td>
<td>953 375 92 77 1497 901</td>
<td>580 438 453 268 226 418</td>
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<tr>
<td>BT TV</td>
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<td>580 438 453 268 226 418</td>
</tr>
<tr>
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<td>855 337 84 70 1345 802</td>
<td>522 396 405 240 205 383</td>
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<tr>
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<td>855 337 84 70 1345 802</td>
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<td>FREE TO AIR</td>
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<tr>
<td>SKY</td>
<td>995 391 104 78 1567 865</td>
<td>613 477 484 275 237 340</td>
</tr>
<tr>
<td>VIRGIN MEDIA</td>
<td>995 391 104 78 1567 865</td>
<td>613 477 484 275 237 340</td>
</tr>
<tr>
<td>BT</td>
<td>995 391 104 78 1567 865</td>
<td>613 477 484 275 237 340</td>
</tr>
<tr>
<td>TALK</td>
<td>995 391 104 78 1567 865</td>
<td>613 477 484 275 237 340</td>
</tr>
<tr>
<td>OTHER</td>
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<td>613 477 484 275 237 340</td>
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<td>NONE</td>
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<td>613 477 484 275 237 340</td>
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<tr>
<td>TV &amp; BB</td>
<td>2477 995 391 104 78 1567 865</td>
<td>613 477 484 275 237 340</td>
</tr>
<tr>
<td>BT TV &amp; BB BB</td>
<td>2477 995 391 104 78 1567 865</td>
<td>613 477 484 275 237 340</td>
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<tr>
<td>BB &amp; TT BB</td>
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<td>613 477 484 275 237 340</td>
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Significance Level: 95%

Unweighted total: 2437 953 375 92 77 1497 901
Effective Weighted Sample: 2177 855 337 84 70 1345 802
Total: 2177 855 337 84 70 1345 802

3+ CORRECT ANSWERS GIVEN:

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<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TV</th>
<th>ANY TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK</th>
<th>OTHER</th>
<th>NONE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
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<td>25%</td>
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<td>12%</td>
<td>22%</td>
<td>24%</td>
<td>26%</td>
<td>15%</td>
<td>16%</td>
<td>18%</td>
<td>14%</td>
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<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; VIRGIN MEDIA</strong></td>
<td><strong>FREE TO AIR &amp; BT SPORTS</strong></td>
</tr>
<tr>
<td><strong>EXCEPT SKY BB</strong></td>
<td><strong>SKY TV &amp; TT</strong></td>
<td><strong>FREE TO AIR &amp; BT SPORTS</strong></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>~ d</strong></td>
<td><strong>~ e</strong></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>2437</td>
<td>351</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>2177</td>
<td>316</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2477</td>
<td>377</td>
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<td><strong>31%</strong></td>
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<td><strong>Freeview</strong></td>
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<td>46</td>
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<td><strong>12%</strong></td>
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<td><strong>NOW TV</strong></td>
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<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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<tbody>
<tr>
<td></td>
<td>SKY TV &amp; BB</td>
<td>SKY TV &amp; BB</td>
<td>FREE TO AIR &amp; BB</td>
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<tr>
<td></td>
<td>&amp; OTHER BB</td>
<td>&amp; SKY BB</td>
<td>&amp; OTHER BB</td>
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<td></td>
<td>EXCEPT BB</td>
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<td>&amp; OTHER BB</td>
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<td>351</td>
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<td>179</td>
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<td>Total</td>
<td>40</td>
<td>64</td>
<td>42</td>
</tr>
<tr>
<td>Mobile operators (EE, Vodafone etc.)</td>
<td>72</td>
<td>64</td>
<td>79</td>
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<tr>
<td>Other</td>
<td>6 **</td>
<td>- **</td>
<td>- **</td>
</tr>
<tr>
<td>Don’t know</td>
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<td>32</td>
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Columns Tested: a,b,c,d,e,f-g - h,i,k,l,m - n,o,p

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<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKY TV &amp; ANY BB</td>
<td>FREE TO AIR &amp; BT BB</td>
<td>ONLY HAS BT SPORT APP</td>
</tr>
<tr>
<td>EXCEPT SKY BB &amp; BT BB</td>
<td>FREE TO AIR &amp; VIRGIN MEDIA BB</td>
<td>NO BT TV</td>
</tr>
<tr>
<td>SKY TV &amp; BT BB</td>
<td>FREE TO AIR &amp; FREE TO AIR</td>
<td>ONLY HAS BT SPORT APP</td>
</tr>
<tr>
<td>SKY TV &amp; TT BB</td>
<td>OTHER BB</td>
<td>NO BT TV</td>
</tr>
<tr>
<td>SKY TV &amp; NO BB</td>
<td>SKY TV &amp; TT BB</td>
<td>ONLY HAS BT SPORT APP</td>
</tr>
<tr>
<td>VIRGIN MEDIA TV &amp; NOT VIRGIN MEDIA BB</td>
<td>FREE TO AIR &amp; OTHER BB</td>
<td>NO BT</td>
</tr>
<tr>
<td>FREE TO AIR &amp; SKY BB</td>
<td>FREE TO AIR &amp; SKY BB</td>
<td>FREE TO AIR &amp; OTHER BB</td>
</tr>
</tbody>
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Significance Level: 95%

Unweighted total

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<th>Total</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
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<tbody>
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<td>168</td>
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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 5

| Base : All aware of BT Sport TV channels (who are responsible for the household television service) |

**Significance Level: 95%**

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Effective Sample

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**Columns Tested: a,b,c,d,e,f,g,h,i,j**

*Prepared by Saville Rossiter-Base : 01727 899 399*
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 5

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

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<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
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Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE)

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

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<td>CL</td>
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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 5

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE)

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

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<th>Mention of Sport in General</th>
<th>Any Mention of Particular Sport</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
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<td>Total</td>
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<td>Base: All aware of BT Sport TV channels (who are responsible for the household television service)</td>
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Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE)

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

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<th>Any Mention of Sport in General but Not Particular</th>
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2 Correct Answers Given

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3+ Correct Answers Given

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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE)

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

### Table 5 - REASON FOR GETTING BT SPORT

<table>
<thead>
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<td>Virgin Media</td>
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<td>TalkTalk TV</td>
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Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
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**Base:** All aware of BT Sport TV channels (who are responsible for the household television service)

#### REASON FOR GETTING BT SPORT

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<th>AWARE OF BOTH但在 SS &amp; BTS</th>
<th>AWARE OF SS &amp; NOT BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
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<th>NOT AWARE OF BTS</th>
<th>AWARE OF SS</th>
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<th>AWARE OF BOTH但在 SS &amp; BTS</th>
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<td>f</td>
<td>g</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE)

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

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<th>Any Mention of Sport in</th>
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Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 5**

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Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE)

<table>
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<th>Base : All aware of BT Sport TV channels (who are responsible for the household television service)</th>
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<th>NATION</th>
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<th>AGE</th>
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Prepared by Saville Rossiter-Base : 01727 899 399
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Base: All aware of BT Sport TV channels (who are responsible for the household television service)

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Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. Before today, were you aware of the Sky Sports TV channels? (SINGLE CODE)

Base: All who are responsible for the household television service

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Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 6

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Columns Tested: a,b,c,d,e,f,g-h,i,j,k,l,m-n,o,p
### Table 6

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. Before today, were you aware of the Sky Sports TV channels? (SINGLE CODE)

Base: All who are responsible for the household television service

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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 6

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Q6. Before today, were you aware of the Sky Sports TV channels? (SINGLE CODE)

Base: All who are responsible for the household television service

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Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.  

Q6. Before today, were you aware of the Sky Sports TV channels? (SINGLE CODE)

Base: All who are responsible for the household television service

### REASON FOR GETTING BT SPORT

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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 6

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. Before today, were you aware of the Sky Sports TV channels? (SINGLE CODE)

Base: All who are responsible for the household television service

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<th>SEC</th>
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<th>NATION</th>
<th>AGE</th>
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Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p
Table 7

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base : All aware of Sky Sports TV channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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<td>SKY</td>
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<td>BT TV</td>
</tr>
<tr>
<td>Total</td>
<td>SKY &amp; SKY BB</td>
<td>BT TV &amp; BT BB</td>
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<td>Virgin Media</td>
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<td>BT (BT TV, BT Vision, BT)</td>
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<td>TalkTalk TV</td>
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Significance Level: 95%

Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
Table 7

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

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<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
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<tr>
<td>TALK TV &amp; BT TV</td>
<td>SKY &amp; SKY BB</td>
<td>SKY MEDIA TV &amp; TT TV</td>
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<td>BT TV</td>
<td>VIRGIN MEDIA</td>
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<td></td>
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<td>BB &amp; TT BB</td>
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<td>Unweighted total</td>
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<tr>
<td>Effective Weighted Sample</td>
</tr>
<tr>
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<tr>
<td>Mobile operators (EE, Vodafone etc.)</td>
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<tr>
<td>Other</td>
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| Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p |

Prepared by Saville Rossiter: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)**

Base : All aware of Sky Sports TV channels (who are responsible for the household television service)

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3+ CORRECT ANSWERS GIVEN

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Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 7

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

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<th>BT SPORT APP</th>
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<td>FREE TO AIR &amp; SKY &amp; ANY BB</td>
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Significance Level: 95%

Unweighted total

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Effective Weighted Sample

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SOLUS TV

| SKY TV & ANY BB | SKY TV & TT BB | SKY TV & VIRGIN MEDIA BB | SKY TV & OTHER BB | SKY TV & NO BB | SKY TV | SKY TV & ANY BB | SKY TV & TT BB | SKY TV & VIRGIN MEDIA BB | SKY TV & OTHER BB | SKY TV & NO BB | SKY TV | SKY TV & ANY BB | SKY TV & TT BB | SKY TV & VIRGIN MEDIA BB | SKY TV & OTHER BB | SKY TV & NO BB | SKY TV | SKY TV & ANY BB | SKY TV & TT BB | SKY TV & VIRGIN MEDIA BB | SKY TV & OTHER BB | SKY TV & NO BB | SKY TV | SKY TV & ANY BB | SKY TV & TT BB | SKY TV & VIRGIN MEDIA BB | SKY TV & OTHER BB | SKY TV & NO BB |
|----------|---------------|-------------------------|------------------|---------------|--------|----------------|---------------|-------------------------|------------------|---------------|--------|----------------|---------------|-------------------------|------------------|---------------|--------|----------------|---------------|-------------------------|------------------|---------------|--------|----------------|---------------|-------------------------|------------------|---------------|--------|----------------|---------------|-------------------------|------------------|---------------|
| Sky     |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |
| Virgin Media |           |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |
| BT (BT TV, BT Vision, BT) |           |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |
| TalkTalk TV |           |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |
| Freeview |           |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |
| Freesat |           |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |                         |                  |                |        |                |               |

Prepared by Saville Rossiter-Base: 01727 899 399
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.
Table 7

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

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<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY BB</td>
<td>SKY TV &amp; NOT BB</td>
<td>FREE TO AIR &amp; SKY MEDIA</td>
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</tr>
<tr>
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<td>159</td>
</tr>
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<td>Total</td>
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<td>Mobile operators (EE, Vodafone etc.)</td>
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<td>97%</td>
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<td>16%</td>
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<td>15%</td>
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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; NOT VIRGIN MEDIA BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
</tr>
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<td><strong>SKY TV &amp; VIRGIN MEDIA BB &amp; NO BB</strong></td>
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<td>c</td>
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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

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<th>SKY Sports 1/2 AND BT Sport</th>
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<td>399</td>
<td>103</td>
<td>1968</td>
<td>558</td>
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<td>189</td>
<td>358</td>
<td>94</td>
<td>1772</td>
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<td>570</td>
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<table>
<thead>
<tr>
<th></th>
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<th>SKY SPORTS</th>
<th>BT SPORT</th>
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<th>SKY SPORTS NOR BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
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<tr>
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<td><strong>Unweighted total</strong></td>
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<td>1988</td>
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<td>206</td>
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<td>283</td>
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<td>358</td>
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<td>1772</td>
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<td>185</td>
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<tr>
<td><strong>Total</strong></td>
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<td>110</td>
<td>1983</td>
<td>584</td>
<td>219</td>
<td>365</td>
<td>751</td>
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<td><strong>Mobile operators (EE, Vodafone etc.)</strong></td>
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<td>24</td>
<td>9</td>
<td>94</td>
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<td>192</td>
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<td>15%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
<td>9%</td>
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<td>9%</td>
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</table>

*Unweighted total: 2701 610 314 211 399 103 1988 558 206 352 713
Effective Weighted Sample: 2412 547 283 189 358 94 1772 500 185 315 641
Total: 2734 640 335 225 415 110 1983 584 219 365 751

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<table>
<thead>
<tr>
<th></th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
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<th>SKY SPORTS 1/2 AND BT SPORT</th>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base : All aware of Sky Sports TV channels (who are responsible for the household television service)

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<tr>
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<td><strong>TalkTalk TV</strong></td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Mention of Any Football</th>
<th>Mention of PL</th>
<th>Mention of CL</th>
<th>Mention of PL and CL</th>
<th>No Mention of Football</th>
<th>Any Mention of Sport</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
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<td>367</td>
<td>175</td>
<td>170</td>
<td>229</td>
<td>510</td>
<td>444</td>
<td>66</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>328</td>
<td>234</td>
<td>157</td>
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<td>456</td>
<td>397</td>
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<tr>
<td>Total</td>
<td>Total</td>
<td>2734</td>
<td>384</td>
<td>273</td>
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<td>242</td>
<td>536</td>
<td>471</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base: 01727 899 399

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 7

Any Correct Answer Given (BT TV, SKY, VIRGIN MEDIA, TALKTALK TV, NOW TV)

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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
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Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

Table 7

**Table: Reason for getting Sky Sports**

<table>
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<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
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<th>Any Mention of</th>
<th>Only Non-Sport Reasons</th>
<th>PL As Main Reason</th>
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<td>c</td>
<td>d</td>
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<td>170</td>
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<td>66</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>234</td>
<td>157</td>
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<td>180</td>
<td>176</td>
<td>242</td>
<td>536</td>
<td>471</td>
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<td>3+ Correct Answers Given</td>
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Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
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<tr>
<td>ANY FOOTBALL MENTION OF PL</td>
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</tr>
<tr>
<td>NO MENTION OF FOOTBALL</td>
<td>OF SS</td>
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<tr>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
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<td>GENERAL</td>
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<tr>
<td>ONLY NON-SPORT REASONS</td>
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<td>PL AS MAIN REASON</td>
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<td>2.</td>
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Significance Level: 95%

Unweighted total:
- Sky: 2459, 149, 106, 236, 206, 184, 167, 77
- Virgin Media: 936, 87, 60, 112, 103, 99, 42
- BT (BT TV, BT Vision, BT): 682, 58, 45, 81, 80, 71
- TalkTalk TV: 322, 31, 21, 36, 35
- Freeview: 202, 18, 10, 20, 21
- NOW TV: 201, 19, 12, 19

Effective Weighted Sample:
- Sky: 2459, 149, 106, 236, 206, 184, 167, 77
- Virgin Media: 936, 87, 60, 112, 103, 99, 42
- BT (BT TV, BT Vision, BT): 682, 58, 45, 81, 80, 71
- TalkTalk TV: 322, 31, 21, 36, 35
- Freeview: 202, 18, 10, 20, 21
- NOW TV: 201, 19, 12, 19

Other Providers:
- Virgin Media: 936, 87, 60, 112, 103, 99, 42
- BT (BT TV, BT Vision, BT): 682, 58, 45, 81, 80, 71
- TalkTalk TV: 322, 31, 21, 36, 35
- Freeview: 202, 18, 10, 20, 21
- NOW TV: 201, 19, 12, 19

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o
Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

Table 7

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
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<td>ANY MENTION OF SPORT IN</td>
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<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>AWARE OF BTS</td>
</tr>
<tr>
<td>MENTION OF NO FOOTBALL</td>
<td>AWARE OF BOTH SS &amp; BTS</td>
</tr>
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<td>BUT NOT PARTICULAR SPORTS</td>
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<tr>
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<td>PL AS MAIN REASON</td>
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Significance Level: 95%

Unweighted total

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Effective Weighted Sample

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Total

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Freesat

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Mobile operators (EE, Vodafone etc.)

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<th>c</th>
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Other

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Don't know

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ANY CORRECT ANSWER GIVEN (BT TV, SKY, VIRGIN MEDIA, TALKTALK TV, NOW TV)

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1 CORRECT ANSWER GIVEN

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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 7

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Awareness Summary</th>
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<tbody>
<tr>
<td>Any mention of sport in</td>
<td>Aware of SS</td>
</tr>
<tr>
<td>Mention of any football</td>
<td>Aware of BTS</td>
</tr>
<tr>
<td>No mention of football</td>
<td>Aware of both SS</td>
</tr>
<tr>
<td>Any mention of particular sports</td>
<td>Not BTS</td>
</tr>
<tr>
<td>Only non-sport reasons</td>
<td>Not aware of BTS</td>
</tr>
<tr>
<td>PL as main reason</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total:
- 2701 mentions
- 153 mentions of PL
- 108 mentions of football
- 228 mentions of any mention of football
- 206 mentions of any mention of any other sport
- 184 mentions of any mention of particular sports
- 22 mentions of only non-sport reasons
- 163 mentions of PL as main reason
- 78 mentions of aware of SS
- 2361 mentions of aware of BTS
- 2361 mentions of aware of both SS & BTS
- 228 mentions of aware of SS but not BTS
- 206 mentions of aware of BTS but not SS
- 184 mentions of not aware of SS
- 78 mentions of not aware of BTS

Effective Weighted Sample:
- 2412 mentions
- 136 mentions of PL
- 97 mentions of football
- 207 mentions of any mention of football
- 250 mentions of any mention of any other sport
- 184 mentions of any mention of particular sports
- 20 mentions of only non-sport reasons
- 147 mentions of PL as main reason
- 70 mentions of aware of SS
- 2110 mentions of aware of BTS
- 2110 mentions of aware of both SS & BTS
- 207 mentions of aware of SS but not BTS
- 184 mentions of aware of BTS but not SS
- 164 mentions of not aware of SS
- 147 mentions of not aware of BTS

Total:
- 2734 mentions
- 160 mentions of PL
- 113 mentions of football
- 250 mentions of any mention of football
- 218 mentions of any mention of any other sport
- 196 mentions of any mention of particular sports
- 22 mentions of only non-sport reasons
- 179 mentions of PL as main reason
- 82 mentions of aware of SS
- 2404 mentions of aware of BTS
- 2404 mentions of aware of both SS & BTS
- 207 mentions of aware of SS but not BTS
- 184 mentions of aware of BTS but not SS
- 164 mentions of not aware of SS
- 147 mentions of not aware of BTS

2 Correct Answers Given:
- 569 mentions
- 45 mentions of PL
- 26 mentions of football
- 82 mentions of any mention of football
- 61 mentions of any mention of any other sport
- 56 mentions of any mention of particular sports
- 28 mentions of only non-sport reasons
- 28 mentions of PL as main reason
- 15 mentions of aware of SS
- 509 mentions of aware of BTS
- 509 mentions of aware of both SS & BTS
- 59 mentions of aware of SS but not BTS
- 59 mentions of aware of BTS but not SS
- 59 mentions of not aware of SS
- 59 mentions of not aware of BTS

3+ Correct Answers Given:
- 554 mentions
- 53 mentions of PL
- 41 mentions of football
- 65 mentions of any mention of football
- 69 mentions of any mention of any other sport
- 63 mentions of any mention of particular sports
- 24 mentions of only non-sport reasons
- 24 mentions of PL as main reason
- 33 mentions of aware of SS
- 521 mentions of aware of BTS
- 521 mentions of aware of both SS & BTS
- 33 mentions of aware of SS but not BTS
- 33 mentions of aware of BTS but not SS
- 33 mentions of not aware of SS
- 33 mentions of not aware of BTS

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 7

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Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>NOT SCOTLAND</th>
<th>16-34</th>
<th>35-54</th>
<th>55-74</th>
<th>75+</th>
<th>MALE</th>
<th>FEMALE</th>
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<tbody>
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<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
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<tr>
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<td>930</td>
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<td>2258</td>
<td>217</td>
<td>127</td>
<td>99</td>
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<tr>
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<td>470</td>
<td>1174</td>
<td>895</td>
<td>2155</td>
<td>254</td>
<td>2023</td>
<td>197</td>
<td>114</td>
<td>94</td>
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<tr>
<td>Total</td>
<td>2734</td>
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<td>313</td>
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Significance Level: 95%

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<th>WHITE</th>
<th>ETHNIC GROUP</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N</th>
<th>MALE</th>
<th>FEMALE</th>
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<td>620</td>
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<td>196</td>
<td>150</td>
<td>71</td>
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<tr>
<td>Virgin Media</td>
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<td>507</td>
<td>182</td>
<td>935</td>
<td>99</td>
<td>782</td>
<td>65</td>
<td>51</td>
<td>37</td>
<td>870</td>
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<td>157</td>
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<td>57</td>
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<td>292</td>
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<tr>
<td>Freesat</td>
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<td>148</td>
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Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q7. (PROMPTED) With which providers do you think households can get Sky Sports? (MULTI CODE)

Base: All aware of Sky Sports TV channels (who are responsible for the household television service)

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<th>AGE</th>
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<td>ETHNIC GROUP</td>
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<td>470</td>
<td>1174</td>
<td>895</td>
<td>2155</td>
<td>254</td>
</tr>
<tr>
<td>Total</td>
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<td>692</td>
<td>1338</td>
<td>703</td>
<td>2415</td>
<td>313</td>
</tr>
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Significance Level: 95%

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4. Before today, were you aware of the BT Sport channels? (SINGLE CODE)

Base: All who are responsible for the household television service

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<th></th>
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<th>NO b</th>
<th>DON'T KNOW c</th>
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<td>313</td>
<td>11</td>
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Columns Tested: a,b,c
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. (PROPOSED) With which providers do you think households can get BT Sport? (MULTI CODE)

Base: All who are responsible for the household television service

<table>
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<th>FREESAT</th>
<th>VIRGIN MEDIA</th>
<th>FREEVIEW</th>
<th>BT TV</th>
<th>TALKTALK TV</th>
<th>NOW TV</th>
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<th>OTHER</th>
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<th>ANY CORRECT ANSWER</th>
<th>NOT AWARE OF SKY SPORTS TV CHANNLES</th>
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Table 9

**AWARENESS OF AVAILABILITY OF SKY SPORTS**

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 9

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE)

Base: All who are responsible for the household television service

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<th>Awareness of Availability of Sky Sports</th>
<th>SKY</th>
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<th>VIRGIN MEDIA</th>
<th>FREEVIEW</th>
<th>BT TV</th>
<th>TALKTALK TV</th>
<th>NOW TV</th>
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<th>ANY CORRECT ANSWER</th>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. (PROMPTED) With which providers do you think households can get BT Sport? (MULTI CODE)

Base: All who are responsible for the household television service

### Table 9

**Awareness of Availability of Sky Sports**

<table>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 10

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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<tr>
<td></td>
<td>SKY MEDIA BT TV TALK TALK ANY PAY TV FREE TO AIR</td>
<td>SKY MEDIA BT TALK OTHER NONE SKY &amp; SKY BB BT TV &amp; BT BB</td>
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<tr>
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Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>TALK TALK TV</th>
<th>ANY PAY TV</th>
<th>FREE TO AIR</th>
<th>BROADBAND PROVIDER</th>
<th>TALK TALK OTHER</th>
<th>NONE</th>
<th>BUNDLING TV AND BROADBAND</th>
<th>SKY TV &amp; SKY BB</th>
<th>BT TV &amp; BT BB</th>
<th>VIRGIN MEDIA TV &amp; TT TV</th>
<th>VIRGIN MEDIA BB &amp; TT BB</th>
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<td>Total</td>
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<td>Total</td>
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<td>Virgin Media</td>
<td>BT</td>
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</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW: 1st to 7th October 2014.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
<th>VIRGIN MEDIA TV &amp; BB</th>
<th>BT TV &amp; TT BB</th>
<th>TT TV &amp; BB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA</td>
<td>BT TV</td>
<td>TALK TV</td>
<td>ANY PAY TV</td>
<td>FREE TO AIR</td>
<td>SKY</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>g</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>-f</td>
<td>i</td>
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<tr>
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<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
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<td>424</td>
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<td>1207</td>
<td>486</td>
<td>117</td>
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<td>1909</td>
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<td>56</td>
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<td>148</td>
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<td>12%</td>
<td>8%</td>
<td>9%</td>
<td>8%</td>
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<tr>
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<td>642</td>
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<td>7%</td>
<td>11%</td>
<td>34%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BT SPORT</td>
<td>336</td>
<td>169</td>
<td>115</td>
<td>50</td>
<td>2</td>
<td>336</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>14%</td>
<td>24%</td>
<td>43%</td>
<td>2%</td>
<td>18%</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY SPORTS AND BT SPORT</td>
<td>225</td>
<td>150</td>
<td>66</td>
<td>7</td>
<td>2</td>
<td>225</td>
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<tr>
<td></td>
<td>12%</td>
<td>14%</td>
<td>5%</td>
<td>2%</td>
<td>12%</td>
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</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>417</td>
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<td>417</td>
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<td>6%</td>
<td>2%</td>
<td>9%</td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BT SPORT BUT NOT SKY SPORTS</td>
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<td>20</td>
<td>48</td>
<td>44</td>
<td>-</td>
<td>111</td>
</tr>
<tr>
<td></td>
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<td>2%</td>
<td>10%</td>
<td>37%</td>
<td>6%</td>
<td>-f</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEITHER SKY SPORTS NOR BT SPORT</td>
<td>1156</td>
<td>662</td>
<td>340</td>
<td>65</td>
<td>89</td>
<td>1156</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>55%</td>
<td>70%</td>
<td>56%</td>
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<td>57%</td>
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<td>6%</td>
<td>8%</td>
<td>100%</td>
<td>-f</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p
## Table 10

### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)**

Base : All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>TALK TV &amp; BT</th>
<th>ANY PAY TV</th>
<th>FREE TO AIR</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKY</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Virgin Media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BTN</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>1207</td>
<td>486</td>
</tr>
</tbody>
</table>

### BROADBAND PROVIDER

<table>
<thead>
<tr>
<th>PAY TV &amp; SKY BB</th>
<th>BT TV &amp; SKY BB</th>
<th>TT TV &amp; TT BB</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKY</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Virgin Media</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>BT</td>
<td>m</td>
<td>n</td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>1207</td>
</tr>
</tbody>
</table>

### BUNDLING TV AND BROADBAND

<table>
<thead>
<tr>
<th>SKY TV &amp; SKY BB</th>
<th>BT TV &amp; SKY BB</th>
<th>TT TV &amp; TT BB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virgin Media</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>TV &amp; BB</td>
<td>m</td>
<td>n</td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>1207</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th>SKY SPORTS 1/2</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>BT SPORT AND ESPN</th>
<th>ESPN BUT NOT BT SPORT</th>
<th>ANY SPORTS CHANNELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>586</td>
<td>219</td>
<td>367</td>
<td>176</td>
<td>95</td>
<td>819</td>
</tr>
<tr>
<td>31%</td>
<td>11%</td>
<td>15%</td>
<td>9%</td>
<td>5%</td>
<td>43%</td>
</tr>
<tr>
<td>SKY</td>
<td>Virgin Media</td>
<td>BT</td>
<td>TalkTalk TV</td>
<td>ANY PAY TV</td>
<td>FREE TO AIR</td>
</tr>
<tr>
<td>6%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Total:** All with a Pay TV service (who are responsible for the household television service)

**Prepared by Saville Rossiter-Base : 01727 899 399**
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY BB</td>
<td>SKY TV &amp; VIRGIN MEDIA</td>
<td>FREE TO AIR &amp; SKY TV</td>
</tr>
<tr>
<td></td>
<td>EXCEPT SKY BB</td>
<td>SKY TV &amp; OTHER BB</td>
<td>BT SPORT APP NO BT TV</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g</td>
<td>h i j k l m n</td>
<td>o p</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>200 96 50 99 80 39</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>10% 5% **</td>
<td>5% 4% 2% **</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1834</td>
<td>412 188 89 46 89 99 51</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>1646</td>
<td>371 169 79 42 81 89 45</td>
<td>36</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>200 96 50 99 80 39</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>10% 5% **</td>
<td>5% 4% 2% **</td>
</tr>
<tr>
<td>Sky Sports 1</td>
<td>580</td>
<td>178 100 23 29 33 8</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>40% 50% 24% **</td>
<td>5% 4% 2% **</td>
</tr>
<tr>
<td>Sky Sports 2</td>
<td>545</td>
<td>170 97 21 29 32 7</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>38% 48% 22% **</td>
<td>5% 4% 2% **</td>
</tr>
<tr>
<td>Sky Sports 3</td>
<td>519</td>
<td>160 91 20 26 30 6</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>36% 45% 21% **</td>
<td>5% 4% 2% **</td>
</tr>
<tr>
<td>Sky Sports 4</td>
<td>517</td>
<td>165 96 19 28 29 5</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>37% 48% 20% **</td>
<td>5% 4% 2% **</td>
</tr>
<tr>
<td>Sky Sports 5</td>
<td>500</td>
<td>162 95 18 28 27 5</td>
<td>34</td>
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<tr>
<td></td>
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<td>36% 47% 18% **</td>
<td>5% 4% 2% **</td>
</tr>
<tr>
<td>Sky Sports F1</td>
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<td>35</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>33% 43% 18% **</td>
<td>5% 4% 2% **</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
<table>
<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
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<td></td>
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<tr>
<td>Total</td>
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</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky sports channels that we pay extra for - but not sure which channels</td>
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<tr>
<td>245</td>
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<td>9</td>
</tr>
<tr>
<td>13%</td>
<td>15%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Sky Sports News/ Sky Sports News HQ</td>
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<td>493</td>
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<td>88</td>
<td>19</td>
</tr>
<tr>
<td>26%</td>
<td>33%</td>
<td>44%</td>
<td>20%</td>
</tr>
<tr>
<td>BT Sport (BT Sport 1 or BT Sport 2)</td>
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<td></td>
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<td>336</td>
<td>97</td>
<td>87</td>
<td>2</td>
</tr>
<tr>
<td>18%</td>
<td>22%</td>
<td>43%</td>
<td>2%</td>
</tr>
<tr>
<td>ESPN</td>
<td>271</td>
<td>64</td>
<td>45</td>
</tr>
<tr>
<td>14%</td>
<td>14%</td>
<td>22%</td>
<td>9%</td>
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<tr>
<td>Eurosport</td>
<td>379</td>
<td>115</td>
<td>71</td>
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<tr>
<td>20%</td>
<td>26%</td>
<td>35%</td>
<td>17%</td>
</tr>
<tr>
<td>None of these channels</td>
<td>913</td>
<td>181</td>
<td>53</td>
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<tr>
<td>48%</td>
<td>41%</td>
<td>27%</td>
<td>59%</td>
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</tr>
</tbody>
</table>
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI-CODE)

Base: All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp;</td>
<td>SKY TV &amp;</td>
<td>SKY TV &amp;</td>
<td>SKY TV &amp;</td>
<td>SKY TV &amp;</td>
</tr>
<tr>
<td></td>
<td>ANY &amp;</td>
<td>EXCEPT</td>
<td>VIRGIN</td>
<td>TV &amp;</td>
<td>TV &amp;</td>
</tr>
<tr>
<td></td>
<td>BB &amp;</td>
<td>SKY BB</td>
<td>MEDIA</td>
<td>OTHER &amp;</td>
<td>NO BB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c</td>
<td>b</td>
<td>BB &amp;</td>
<td>98</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Significant Level: 95%</td>
<td>a (1834)</td>
<td>412</td>
<td>188</td>
<td>89</td>
<td>46</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>b (1646)</td>
<td>371</td>
<td>169</td>
<td>79</td>
<td>42</td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>445</td>
<td>200</td>
<td>96</td>
<td>50</td>
</tr>
<tr>
<td>Don't know</td>
<td>148</td>
<td>31</td>
<td>16</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>SKY SPORTS</td>
<td>642</td>
<td>194</td>
<td>107</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>BT SPORT</td>
<td>336</td>
<td>97</td>
<td>87</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>SKY SPORTS AND BT SPORT</td>
<td>225</td>
<td>79</td>
<td>69</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>SKY SPORTS BUT NOT BT SPORT</td>
<td>417</td>
<td>115</td>
<td>38</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>BT SPORT BUT NOT SKY SPORTS</td>
<td>111</td>
<td>17</td>
<td>17</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>NEITHER SKY SPORTS NOR BT SPORT</td>
<td>1156</td>
<td>233</td>
<td>76</td>
<td>72</td>
<td></td>
</tr>
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</table>

Prepared by Saville Rossiter-Base: 01727 899 399
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m,n,o,p
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

**Base : All with a Pay TV service (who are responsible for the household television service)**

<table>
<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp;</td>
<td>SKY TV &amp;</td>
<td>SKY TV &amp;</td>
</tr>
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<td>&amp; ANY &amp;</td>
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<td></td>
<td>SKY BB</td>
<td>SKY BB &amp;</td>
<td>SKY BB &amp;</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b &amp; c &amp; d &amp; e &amp; f &amp; g</td>
<td>h &amp; i &amp; j &amp; k &amp; l &amp; m</td>
</tr>
<tr>
<td></td>
<td>b</td>
<td>c &amp; d &amp; e &amp; f &amp; g</td>
<td>h &amp; i &amp; j &amp; k &amp; l &amp; m</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>d &amp; e &amp; f &amp; g</td>
<td>h &amp; i &amp; j &amp; k &amp; l &amp; m</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>e &amp; f &amp; g</td>
<td>h &amp; i &amp; j &amp; k &amp; l &amp; m</td>
</tr>
<tr>
<td></td>
<td>e</td>
<td>f &amp; g</td>
<td>h &amp; i &amp; j &amp; k &amp; l &amp; m</td>
</tr>
<tr>
<td></td>
<td>f</td>
<td>g</td>
<td>h &amp; i &amp; j &amp; k &amp; l &amp; m</td>
</tr>
</tbody>
</table>

|                      | SKY TV & | SKY TV &       | SKY TV &     | FREE TO  |
|                      | & TN BB & | & TN BB &      | & TN BB &     | FREE TO  |
|                      | a       | b & c & d & e & f & g | h & i & j & k & l & m | FREE TO  |
|                      | b       | c & d & e & f & g | h & i & j & k & l & m | FREE TO  |
|                      | c       | d & e & f & g | h & i & j & k & l & m | FREE TO  |
|                      | d       | e & f & g | h & i & j & k & l & m | FREE TO  |
|                      | e       | f & g | h & i & j & k & l & m | FREE TO  |
|                      | f       | g | h & i & j & k & l & m | FREE TO  |

### Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 10

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Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>SKY SPORTS NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS 1/2 NOR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1834</td>
<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>1117</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1646</td>
<td>549</td>
<td>284</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>1002</td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>642</td>
<td>336</td>
<td>225</td>
<td>417</td>
<td>111</td>
<td>1156</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Column</th>
<th>Total</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Significance Level: 95%</th>
</tr>
</thead>
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<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SKY SPORTS</td>
<td>BT SPORT</td>
<td>SKY SPORTS &amp; BT SPORT</td>
<td>SKY SPORTS NOT BT SPORT</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BT Sport (BT Sport 1 or BT Sport 2)</td>
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<td>336</td>
<td>225</td>
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<td>ESPN</td>
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<td>135</td>
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<td>Eurosport</td>
<td>379</td>
<td>267</td>
<td>194</td>
<td>185</td>
</tr>
<tr>
<td>None of these channels</td>
<td>913</td>
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<td>-</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

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Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
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<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
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<tr>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Unweighted total</td>
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<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>1117</td>
<td>560</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1646</td>
<td>549</td>
<td>264</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>1002</td>
<td>502</td>
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<tr>
<td>Total</td>
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<td>336</td>
<td>225</td>
<td>417</td>
<td>111</td>
<td>1156</td>
<td>586</td>
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<td>-</td>
<td>-</td>
<td>148</td>
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<tr>
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<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>1117</td>
<td>560</td>
</tr>
<tr>
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<td>264</td>
<td>189</td>
<td>360</td>
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<td>336</td>
<td>225</td>
<td>417</td>
<td>111</td>
<td>1156</td>
<td>586</td>
</tr>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

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Table 10

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Column</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS BUT NOT SKY SPORTS</th>
<th>BT SPORT BUT NOT SKY SPORTS</th>
<th>NEITHER SKY SPORTS NOR BT SPORTS</th>
<th>SKY SPORTS 1/2 AND BT SPORTS</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORTS</th>
<th>BT SPORT AND ESPN</th>
<th>ESPN BUT NOT BT SPORTS</th>
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<td></td>
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<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>1117</td>
<td>560</td>
<td>206</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>549</td>
<td>284</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>1002</td>
<td>502</td>
<td>185</td>
</tr>
<tr>
<td>Total</td>
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<td>642</td>
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<td>225</td>
<td>417</td>
<td>111</td>
<td>1156</td>
<td>586</td>
<td>219</td>
</tr>
<tr>
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<td>34%</td>
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<td>12%</td>
<td>22%</td>
<td>6%</td>
<td>61%</td>
<td>31%</td>
<td>11%</td>
<td>19%</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base: All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Total</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>211</td>
<td>401</td>
<td>105</td>
<td>1117</td>
<td>560</td>
<td>206</td>
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<tr>
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<td>1646</td>
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<td>284</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>1002</td>
<td>502</td>
<td>185</td>
</tr>
<tr>
<td>Total</td>
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<td>642</td>
<td>336</td>
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<td>417</td>
<td>111</td>
<td>1156</td>
<td>586</td>
<td>219</td>
</tr>
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<td>ANY SPORTS CHANNELS</td>
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<td>225</td>
<td>417</td>
<td>111</td>
<td>65</td>
<td>586</td>
<td>219</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

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Base: All with a Pay TV service (who are responsible for the household television service)

### Table 10

<table>
<thead>
<tr>
<th>Columns Tested: a,b,c,d,e,f,g,h,i,j,k</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REASON FOR GETTING SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>MENTION OF ANY FOOTBALL</strong></td>
</tr>
<tr>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
</tr>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
</tr>
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<td>Sky Sports 1</td>
</tr>
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<td>30%</td>
</tr>
<tr>
<td>Sky Sports 2</td>
</tr>
<tr>
<td>29%</td>
</tr>
<tr>
<td>Sky Sports 3</td>
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<tr>
<td>Sky Sports F1</td>
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<td>23%</td>
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<td>62%</td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter - Base: 01727 899 399
## Table 10

**PAY TV WHOLESALe MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

**Base:** All with a Pay TV service (who are responsible for the household television service)

**REASON FOR GETTING SKY SPORTS**

<table>
<thead>
<tr>
<th>ANY MENTION OF MENTION OF ANY MENTION OF SPORT IN GENERAL <strong>BUT NOT PARTICULARLY</strong> ONLY NON-SPORT REASONS PL AS MAIN REASON CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MENTION OF ANY FOOTBALL</strong></td>
</tr>
<tr>
<td>---------------------------------</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
</tr>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<tr>
<td>Total</td>
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</table>

Sky sports channels that we pay extra for - but not sure which channels

<table>
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<tr>
<th>Reason for getting Sky Sports</th>
<th>Total</th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Sports News/ Sky Sports News HQ</td>
<td>493</td>
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<td>144</td>
<td>152</td>
<td>378</td>
<td>333</td>
<td>46</td>
<td>47</td>
<td>130</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td>BT Sport (BT Sport 1 or BT Sport 2)</td>
<td>336</td>
<td>145</td>
<td>113</td>
<td>81</td>
<td>81</td>
<td>75</td>
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<td>72</td>
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</tr>
<tr>
<td>ESPN</td>
<td>271</td>
<td>134</td>
<td>102</td>
<td>78</td>
<td>77</td>
<td>69</td>
<td>176</td>
<td>152</td>
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<td>23</td>
<td>65</td>
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</tr>
<tr>
<td>Eurosport</td>
<td>379</td>
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<td>139</td>
<td>109</td>
<td>106</td>
<td>94</td>
<td>252</td>
<td>219</td>
<td>33</td>
<td>28</td>
<td>80</td>
<td>**</td>
</tr>
<tr>
<td>None of these channels</td>
<td>913</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>**</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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Base : All with a Pay TV service (who are responsible for the household television service)

### REASON FOR GETTING SKY SPORTS

**ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULAR**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
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<th>MENTION OF PL AND CL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF PARTICULAR SPORT</th>
<th>ONLY NON-SPORT</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
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<td></td>
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<td></td>
<td></td>
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<td>170</td>
<td>231</td>
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<td>444</td>
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<td>152</td>
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<td>244</td>
<td>536</td>
<td>471</td>
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<tr>
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<td>-</td>
<td>-</td>
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<td>471</td>
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<tr>
<td>34%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
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<tr>
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<td>81</td>
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<td>46%</td>
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<td>36%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>SKY SPORTS AND BT SPORT</strong></td>
<td>225</td>
<td>145</td>
<td>113</td>
<td>81</td>
<td>81</td>
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<td>31%</td>
<td>36%</td>
<td>36%</td>
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<td>95</td>
<td>169</td>
<td>342</td>
<td>301</td>
</tr>
<tr>
<td>22%</td>
<td>62%</td>
<td>59%</td>
<td>55%</td>
<td>54%</td>
<td>69%</td>
<td>64%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>BT SPORT BUT NOT SKY SPORTS</strong></td>
<td>111</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>6%</td>
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<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>NEITHER SKY SPORTS NOR BT SPORT</strong></td>
<td>1156</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>61%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All with a Pay TV service (who are responsible for the household television service)

### Table 10

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General</th>
<th>Only Non-Sport Reasons</th>
<th>Pl As Main Reason</th>
<th>Cl As Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MENTION OF ANY FOOTBALL</strong></td>
<td><strong>MENTION OF PL AND CL</strong></td>
<td><strong>MENTION OF PL</strong></td>
<td><strong>MENTION OF SPORT</strong></td>
<td><strong>SPORTS REASONS</strong></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
<tr>
<td>i</td>
<td>i</td>
<td>i</td>
<td>i</td>
<td>i</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1834</td>
<td>367</td>
<td>261</td>
<td>175</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1646</td>
<td>328</td>
<td>234</td>
<td>157</td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>384</td>
<td>273</td>
<td>180</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
### AWARENESS SUMMARY

| Base: All with a Pay TV service (who are responsible for the household television service) | REASON FOR GETTING BT SPORT | ANY MENTION OF SPORT IN | ANY MENTION OF FOOTBALL | NO MENTION OF FOOTBALL | ANY MENTION OF PARTICULAR SPORTS | ANY MENTION OF PARTICULAR SPORTS | GENERAL | ONLY NON-SPORT REASONS | PL AS MAIN REASON | AWARE OF SS | AWARE OF BTS | AWARE OF BOTH SS & BTS | AWARE OF SS BUT NOT BTS | AWARE OF BTS BUT NOT SS | NOT AWARE OF SS | NOT AWARE OF BTS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Sky Sports 1 | Total | 1909 | 144 | 100 | 206 | 198 | 178 | 21 | 140 | 75 | 1725 | 1567 | 1529 | 196 | 39 | 185 | 342 |
| Unweighted total | 1834 | 138 | 97 | 190 | 187 | 167 | 20 | 131 | 72 | 1648 | 1497 | 1458 | 190 | 39 | 186 | 337 |
| Effective Weighted Sample | 1646 | 123 | 87 | 173 | 167 | 149 | 18 | 119 | 64 | 1481 | 1345 | 1310 | 171 | 35 | 166 | 302 |
| Sky Sports 2 | Total | 545 | 99 | 65 | 99 | 131 | 120 | ** | 62 | 53 | 544 | 516 | 516 | 29 | ** | 1 | 30 |
| Sky Sports 3 | Total | 519 | 99 | 66 | 93 | 128 | 117 | ** | 59 | 53 | 518 | 491 | 489 | 28 | ** | 1 | 29 |
| Sky Sports 4 | Total | 517 | 100 | 67 | 95 | 131 | 119 | ** | 60 | 54 | 517 | 490 | 490 | 26 | ** | 1 | 27 |
| Sky Sports 5 | Total | 500 | 99 | 66 | 90 | 129 | 116 | ** | 56 | 54 | 499 | 473 | 473 | 27 | ** | 1 | 27 |
| Sky Sports F1 | Total | 445 | 83 | 52 | 91 | 112 | 99 | ** | 59 | 41 | 445 | 425 | 425 | 20 | ** | - | 20 |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter Base: 01727 899 399

---

### Table 10

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. (PROMPTED) Does your household receive any of the following channels through Sky/Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

- Sky Sports F1
- Sky Sports 1
- Sky Sports 2

**Significance Level:** 95%

**Effective Weighted Sample:**

- Total: 1909
- Unweighted total: 1834
- Sky Sports 1: 545
- Sky Sports 2: 519
- Sky Sports 3: 517
- Sky Sports 4: 500
- Sky Sports F1: 445

**Prepared by Saville Rossiter Base:** 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF NO FOOTBALL</td>
</tr>
<tr>
<td>Total</td>
<td>a b c d e f g h i j k l m n o</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1834</td>
<td>138 97 190 187 167 20 131 72</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1646</td>
<td>123 87 173 167 149 18 119 64</td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>144 100 206 198 178 21 140 75</td>
</tr>
<tr>
<td>Sky sports channels that we pay extra for - but not sure which channels</td>
<td>245 52 33 50 70 62 32 29</td>
<td>245 227 227 18 18</td>
</tr>
<tr>
<td>Sky Sports News/ Sky Sports News HQ</td>
<td>493 92 63 111 125 112 72 50</td>
<td>493 463 463 30 30</td>
</tr>
<tr>
<td>BT Sport (BT Sport 1 or BT Sport 2)</td>
<td>336 134 95 182 185 167 124 73</td>
<td>335 332 331 4 4</td>
</tr>
<tr>
<td>ESPN</td>
<td>271</td>
<td>84 58 84 103 94 46 62 246</td>
</tr>
<tr>
<td>Eurosport</td>
<td>379</td>
<td>86 59 97 111 100 70 49 377</td>
</tr>
<tr>
<td>None of these channels</td>
<td>913</td>
<td>6 3 12 8 6 8 8 769 681 659 110</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m-n</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1648</td>
<td>1497</td>
<td>1458</td>
<td>190</td>
<td>39</td>
</tr>
</tbody>
</table>
| Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level. **Columns Tested: a,b,c,d,e,f,g,h**  

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Q5. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All with a Pay TV service (who are responsible for the household television service)

---

**PREPARED BY SAVILLE ROSSITER**
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

### Table 10

<table>
<thead>
<tr>
<th>Mention of Sport in</th>
<th>Any Mention of Sport</th>
<th>Awareness Summary</th>
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</thead>
<tbody>
<tr>
<td>Any Football</td>
<td>Pl</td>
<td>Aware of SS</td>
</tr>
<tr>
<td>No Mention of Football</td>
<td>Any Mention of Particular AR Sports</td>
<td>Aware of Both SS &amp; BTS</td>
</tr>
<tr>
<td>Any Mention of Particular AR Sports</td>
<td>General</td>
<td>Aware of BS &amp; BTS</td>
</tr>
<tr>
<td>Only Non-Sport Reasons</td>
<td>PL as Main Reason</td>
<td>Aware of SS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aware of BTS</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

**Unweighted total**

Table 10

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Total</th>
<th>1834</th>
<th>138</th>
<th>97</th>
<th>190</th>
<th>187</th>
<th>167</th>
<th>20</th>
<th>131</th>
<th>72</th>
<th>1488</th>
<th>1497</th>
<th>1458</th>
<th>190</th>
<th>39</th>
<th>186</th>
<th>337</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEITHER SKY SPORTS NOR BT SPORT</td>
<td>1156</td>
<td>7</td>
<td>3</td>
<td>18</td>
<td>11</td>
<td>8</td>
<td><strong>12</strong></td>
<td>8</td>
<td><strong>5</strong></td>
<td><strong>11</strong></td>
<td>1</td>
<td>974</td>
<td>865</td>
<td>828</td>
<td>146</td>
<td><strong>182</strong></td>
<td>291</td>
</tr>
<tr>
<td>SKY SPORTS 1/2</td>
<td>586</td>
<td>103</td>
<td>69</td>
<td>105</td>
<td>137</td>
<td>125</td>
<td><strong>66</strong></td>
<td>55</td>
<td>584</td>
<td>545</td>
<td>545</td>
<td>39</td>
<td><strong>2</strong></td>
<td>41</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY SPORTS 1/2 AND BT SPORT</td>
<td>219</td>
<td>100</td>
<td>67</td>
<td>100</td>
<td>135</td>
<td>123</td>
<td><strong>62</strong></td>
<td>53</td>
<td>219</td>
<td>215</td>
<td>215</td>
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<td><strong>-3</strong></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY SPORTS 1/2 BUT NOT BT SPORT</td>
<td>367</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td><strong>4</strong></td>
<td>2</td>
<td>365</td>
<td>330</td>
<td>330</td>
<td>36</td>
<td><strong>2</strong></td>
<td>37</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BT SPORT AND ESPN</td>
<td>176</td>
<td>83</td>
<td>57</td>
<td>82</td>
<td>102</td>
<td>93</td>
<td><strong>61</strong></td>
<td>45</td>
<td>176</td>
<td>173</td>
<td>173</td>
<td>3</td>
<td><strong>-3</strong></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESPN BUT NOT BT SPORT</td>
<td>95</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td><strong>1</strong></td>
<td>1</td>
<td>95</td>
<td>90</td>
<td>90</td>
<td>5</td>
<td><strong>-5</strong></td>
<td>5</td>
<td></td>
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</table>

**Effective Weighted Sample**

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Total</th>
<th>1646</th>
<th>123</th>
<th>87</th>
<th>173</th>
<th>167</th>
<th>149</th>
<th>18</th>
<th>119</th>
<th>64</th>
<th>1481</th>
<th>1345</th>
<th>1310</th>
<th>171</th>
<th>35</th>
<th>166</th>
<th>302</th>
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</thead>
<tbody>
<tr>
<td>NEITHER SKY SPORTS NOR BT SPORT</td>
<td>1156</td>
<td>7</td>
<td>3</td>
<td>18</td>
<td>11</td>
<td>8</td>
<td><strong>12</strong></td>
<td>8</td>
<td><strong>5</strong></td>
<td><strong>11</strong></td>
<td>1</td>
<td>974</td>
<td>865</td>
<td>828</td>
<td>146</td>
<td><strong>182</strong></td>
<td>291</td>
</tr>
<tr>
<td>SKY SPORTS 1/2</td>
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<td>103</td>
<td>69</td>
<td>105</td>
<td>137</td>
<td>125</td>
<td><strong>66</strong></td>
<td>55</td>
<td>584</td>
<td>545</td>
<td>545</td>
<td>39</td>
<td><strong>2</strong></td>
<td>41</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>67</td>
<td>100</td>
<td>135</td>
<td>123</td>
<td><strong>62</strong></td>
<td>53</td>
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<td></td>
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<tr>
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<td>367</td>
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<td>3</td>
<td><strong>4</strong></td>
<td>2</td>
<td>365</td>
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</tr>
<tr>
<td>BT SPORT AND ESPN</td>
<td>176</td>
<td>83</td>
<td>57</td>
<td>82</td>
<td>102</td>
<td>93</td>
<td><strong>61</strong></td>
<td>45</td>
<td>176</td>
<td>173</td>
<td>173</td>
<td>3</td>
<td><strong>-3</strong></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESPN BUT NOT BT SPORT</td>
<td>95</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td><strong>1</strong></td>
<td>1</td>
<td>95</td>
<td>90</td>
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<td>5</td>
<td><strong>-5</strong></td>
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<td></td>
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</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>ANY MENTION OF FOOTBALL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF PARTICULAR SPORTS</th>
<th>ANY MENTION OF SPORT IN GENERAL</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1834</td>
<td>138</td>
<td>97</td>
<td>190</td>
<td>187</td>
<td>167</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1646</td>
<td>123</td>
<td>87</td>
<td>173</td>
<td>167</td>
<td>149</td>
</tr>
<tr>
<td>Total</td>
<td>1909</td>
<td>144</td>
<td>100</td>
<td>206</td>
<td>198</td>
<td>178</td>
</tr>
<tr>
<td>ANY SPORTS CHANNELS</td>
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<td>97</td>
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<td>187</td>
<td>169</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

### AWARENESS SUMMARY

<table>
<thead>
<tr>
<th>AWARE OF SS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>AWARE OF BTS BUT NOT SS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1648</td>
<td>1497</td>
<td>1458</td>
<td>190</td>
<td>39</td>
<td>186</td>
</tr>
<tr>
<td>1481</td>
<td>1345</td>
<td>1310</td>
<td>171</td>
<td>35</td>
<td>166</td>
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<tr>
<td>1725</td>
<td>1567</td>
<td>1532</td>
<td>196</td>
<td>39</td>
<td>185</td>
</tr>
<tr>
<td>1481</td>
<td>1345</td>
<td>1310</td>
<td>171</td>
<td>35</td>
<td>166</td>
</tr>
<tr>
<td>1646</td>
<td>123</td>
<td>87</td>
<td>173</td>
<td>167</td>
<td>149</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 10

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)**

**Base : All with a Pay TV service (who are responsible for the household television service)**

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>AGE</th>
<th>SEX</th>
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</thead>
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<td>MINORITY</td>
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</tr>
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<td></td>
<td>AB</td>
<td>C1C2 DE</td>
<td>WHITE</td>
<td>ETHNIC GROUP</td>
</tr>
<tr>
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<td>b</td>
<td>c</td>
<td>d</td>
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<td></td>
<td>1646</td>
<td>339</td>
<td>857</td>
<td>529</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1909</td>
<td>501</td>
<td>900</td>
<td>418</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

**Columns Tested:** a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

**Columns Removed:** Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Sky Sports 1**

<table>
<thead>
<tr>
<th>Base : All with a Pay TV service (who are responsible for the household television service)</th>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>Total</td>
<td></td>
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<tr>
<td>Sky Sports 1</td>
<td></td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>Sky Sports 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky Sports 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky Sports 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky Sports 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky Sports F1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky sports channels that we pay extra for - but not sure which channels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky Sports F1</td>
<td></td>
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</tr>
</tbody>
</table>

**Prepared by Saville Rossiter-Base : 01727 899 399**
Table 10

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>d</td>
<td>e</td>
<td>f</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>g</td>
<td>h</td>
<td>i</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>j</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>1834</td>
<td>360</td>
<td>924</td>
<td>550</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>1646</td>
<td>339</td>
<td>857</td>
<td>529</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1909</td>
<td>501</td>
<td>990</td>
<td>418</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sky Sports News/ Sky Sports News HQ</td>
<td>493</td>
<td>135</td>
<td>262</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>BT Sport (BT Sport 1 or BT Sport 2)</td>
<td>336</td>
<td>102</td>
<td>172</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>ESPN</td>
<td>271</td>
<td>73</td>
<td>143</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>Eurosport</td>
<td>379</td>
<td>107</td>
<td>197</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>None of these channels</td>
<td>913</td>
<td>221</td>
<td>488</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td>Don't know</td>
<td>148</td>
<td>48</td>
<td>66</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>SKY SPORTS</td>
<td>642</td>
<td>185</td>
<td>319</td>
<td>138</td>
</tr>
</tbody>
</table>

Significance Level: 95%

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>16-34</th>
<th>35-54</th>
<th>55-74</th>
<th>75+</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>o</td>
<td>p</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Unweighted total: 1834
Effective Weighted Sample: 1646
Total: 1909
Sky Sports News/ Sky Sports News HQ: 493
BT Sport (BT Sport 1 or BT Sport 2): 336
ESPN: 271
Eurosport: 379
None of these channels: 913
Don't know: 148
SKY SPORTS: 642

Base: All with a Pay TV service (who are responsible for the household television service)

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 10

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MINORITY</td>
<td>SCOT LAND</td>
<td>WALES</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>1834</td>
<td>360</td>
<td>924</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>1646</td>
<td>339</td>
<td>857</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1909</td>
<td>501</td>
<td>990</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 10: Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)**

**Base:** All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY MINORITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>NOT SCOTLAND</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AB C1 C2 DE</td>
<td>WHITE</td>
<td>ENGLAND</td>
<td>SCOTLAND</td>
<td>WALES</td>
<td>16-34</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1834 360 924 550</td>
<td>1566 264 1516 177 80 61 1657</td>
<td>452 691 548 143</td>
<td>927 907</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1909 501 990 418</td>
<td>1606 298 1582 181 101 45 1729</td>
<td>499 793 507 110 974 935</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>26% 52% 22% 84% 16% 83% 9% 5% 2% 91% 26% 42% 27% 6% 51% 49%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY SPORTS 1/2 BUT NOT BT SPORT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>367 99 183 86</td>
<td>306 61 312 30 18 7 337</td>
<td>96 140 115 16 227 140</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19% 20% 18% 21%</td>
<td>19% 21% 20% 17% 18% 16% 19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26% 50% 23% 83% 17% 85% 8% 5% 2% 92% 26% 38% 31% 4% 62% 38%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BT SPORT AND ESPN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>176 44 93 39</td>
<td>166 10 138 18 9 11 158</td>
<td>44 80 47 6 129 47</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9% 9% 9% 9% 10% 3% 9% 10% 9% 24% 9% 9% 10% 9% 5% 13% 5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25% 53% 22% 94% 6% 78% 10% 5% 6% 90% 25% 45% 27% 3% 73% 27%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5% 6% 5% 4%</td>
<td>8% 5% 5% 5% 8% 9% 5% 7% 5% 5% 5% 2% 5% 5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31% 52% 17% 86% 14% 78% 9% 8% 5% 91% 38% 38% 24% 2% 54% 46%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESPN BUT NOT BT SPORT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>95 29 50 16</td>
<td>81 14 75 9 8 4 87</td>
<td>34 36 23 2 52 43</td>
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</tr>
<tr>
<td>5% 6% 5% 4%</td>
<td>5% 5% 5% 5% 8% 9% 5% 7% 5% 5% 5% 2% 5% 5%</td>
<td></td>
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<tr>
<td>38% 38% 24% 2% 54% 46%</td>
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<tr>
<td>ANY SPORTS CHANNELS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>819 231 416 172</td>
<td>707 112 683 71 43 22 747</td>
<td>205 349 227 38 499 319</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43% 46% 42% 41%</td>
<td>44% 38% 43% 39% 42% 48% 43% 41% 44% 45% 34% 51% 34%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28% 51% 21% 86% 14% 83% 9% 5% 3% 91% 25% 43% 28% 5% 61% 39%</td>
<td></td>
<td></td>
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</table>

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

### Base : All with a Pay TV service (who are responsible for the household television service)

#### Significance Level: 95%

<table>
<thead>
<tr>
<th></th>
<th>SS1</th>
<th>SS2</th>
<th>SS3</th>
<th>SS4</th>
<th>SS5</th>
<th>SSF1</th>
<th>BT</th>
<th>UNSURE WHICH</th>
<th>ESPN</th>
<th>EUROSPORT</th>
<th>NONE</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1834</td>
<td>555</td>
<td>520</td>
<td>499</td>
<td>491</td>
<td>473</td>
<td>424</td>
<td>223</td>
<td>316</td>
<td>256</td>
<td>366</td>
<td>882</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1646</td>
<td>498</td>
<td>466</td>
<td>447</td>
<td>440</td>
<td>424</td>
<td>379</td>
<td>200</td>
<td>284</td>
<td>229</td>
<td>329</td>
<td>791</td>
</tr>
</tbody>
</table>

**Sky Sports 1**

|         | 580 | 580 | 539 | 512 | 512 | 493  | 424 | 208          | 218  | 200        | 278  | -          | -    |

Sky Sports 2

|         | 545 | 545 | 510 | 502 | 488 | 419  | 205 | 208          | 194  | 274        | -    | -          | -    |

Sky Sports 3

|         | 519 | 512 | 510 | 519 | 494 | 477  | 408 | 199          | 202  | 189        | 267  | -          | -    |

Sky Sports 4

|         | 517 | 512 | 502 | 494 | 451 | 489  | 425 | 200          | 207  | 190        | 266  | -          | -    |

Sky Sports 5

|         | 500 | 493 | 488 | 477 | 489 | 500  | 417 | 201          | 201  | 187        | 262  | -          | -    |

**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k,l

Prepared by Saville Rossiter-Base : 01727 899 399
Table 11

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Channels</th>
<th>Total</th>
<th>SS1</th>
<th>SS2</th>
<th>SS3</th>
<th>SS4</th>
<th>SS5</th>
<th>SSF1</th>
<th>BT</th>
<th>ESPN</th>
<th>EUROSPORT</th>
<th>NONE</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Sports News/ Sky Sports News HQ</td>
<td>493</td>
<td>421</td>
<td>416</td>
<td>404</td>
<td>409</td>
<td>405</td>
<td>372</td>
<td>202</td>
<td>213</td>
<td>197</td>
<td>285</td>
<td>-</td>
</tr>
<tr>
<td>BT Sport (BT Sport 1 or BT Sport 2)</td>
<td>336</td>
<td>218</td>
<td>208</td>
<td>202</td>
<td>207</td>
<td>201</td>
<td>186</td>
<td>114</td>
<td>176</td>
<td>194</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>ESPN</td>
<td>271</td>
<td>200</td>
<td>194</td>
<td>189</td>
<td>190</td>
<td>187</td>
<td>175</td>
<td>118</td>
<td>176</td>
<td>271</td>
<td>222</td>
<td>-</td>
</tr>
<tr>
<td>Eurosport</td>
<td>379</td>
<td>278</td>
<td>274</td>
<td>267</td>
<td>266</td>
<td>262</td>
<td>248</td>
<td>143</td>
<td>194</td>
<td>222</td>
<td>379</td>
<td>-</td>
</tr>
<tr>
<td>None of these channels</td>
<td>913</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>913</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l
### Pay TV Wholesale Must-Offer Review

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)**

<table>
<thead>
<tr>
<th>Table 11</th>
<th>TAKE UP OF SPORTS CHANNELS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong> All with a Pay TV service (who are responsible for the household television service)</td>
<td><strong>TAKING OF SPORTS CHANNELS</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1834</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1646</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1630</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>148</td>
</tr>
</tbody>
</table>

#### Significance Table

- **Sky Sports:**
  - 64% of households (24% of effective sample) have Sky Sports.
  - **Sky Sports and BT Sport:**
    - 27% of households have both channels.
  - **Sky Sports but not BT Sport:**
    - 33% of households have Sky Sports.
  - **BT Sport but not Sky Sports:**
    - 41% of households have BT Sport.
  - **Neither Sky Sports nor BT Sport:**
    - 9% of households have neither channel.

**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k,l

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All with a Pay TV service (who are responsible for the household television service)

### TAKE UP OF SPORTS CHANNELS

<table>
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### Take up of sports channels

- **Sky Sports 1/2**: 586
  - Total: 586
  - Unweighted total: 1834
  - Effective Weighted Sample: 1646

- **Sky Sports 1/2 and BT Sport**: 219
  - Total: 219
  - Unweighted total: 1834
  - Effective Weighted Sample: 1646

- **Sky Sports 1/2 but not BT Sport**: 367
  - Total: 367
  - Unweighted total: 1834
  - Effective Weighted Sample: 1646

- **BT Sport and ESPN**: 176
  - Total: 176
  - Unweighted total: 1834
  - Effective Weighted Sample: 1646

- **ESPN but not BT Sport**: 95
  - Total: 95
  - Unweighted total: 1834
  - Effective Weighted Sample: 1646

- **Any Sports Channels**: 819
  - Total: 819
  - Unweighted total: 1834
  - Effective Weighted Sample: 1646

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 12

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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<td></td>
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Columns Tested: a,b,c,d,e,f-g,h,i,j,k,l-m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
Table 12

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

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<thead>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
## Table 12

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### BUNDLING TV AND BROADBAND

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**Base:** All who are responsible for the household television service

**Significance Level:** 95%

**Columns Tested:** a,b,c,d,e,-,g,h,i,j,k,l,-,m,n,o,p

Prepared by Saville Rossiter - Base: 01727 899 399
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

**Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)**

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BANDD</th>
<th>VIRGIN MEDIA TV &amp; BT TV &amp; TT TV</th>
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<tr>
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<td><strong>Effective Weighted Sample</strong></td>
<td>2817</td>
<td>1039</td>
<td>424</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>1207</td>
<td>486</td>
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<td><strong>SKY SPORTS 1/2</strong></td>
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Prepared by Saville Rossiter-Base: 01727 899 399
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

**Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)**

Base : All who are responsible for the household television service

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<td>188</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>445</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>371</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

**Total**

| Sky Sports 1 | **Sky Sports 2** | **Sky Sports 3** | **Sky Sports 4** | **Sky Sports 5** |
| 580 | 178 | 100 | 23 | 29 | 33 | 8 | 7 | 5 | 9 | 29 | 18 | **29** | 33% | 32% | 32% | 32% |
| 545 | 170 | 97 | 21 | 29 | 32 | 7 | 6 | 5 | 9 | 30 | 6 | **34** | 27% | 27% | 27% | 27% |
| 519 | 160 | 91 | 20 | 26 | 30 | 6 | 5 | 5 | 9 | 38 | 15 | **27** | **27** | **27** | **27** | **27** |
| 517 | 165 | 96 | 19 | 28 | 29 | 5 | 6 | 5 | 9 | 37 | 14 | **28** | **28** | **28** | **28** | **28** |
| 500 | 162 | 95 | 18 | 28 | 27 | 5 | 6 | 5 | 9 | 47 | 12 | **27** | **27** | **27** | **27** | **27** |

Columns Tested: a,b,c,d,e,f,g - h,i,k,l,m - n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 12

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; VIRGIN MEDIA BB</strong></td>
<td><strong>FREE TO AIR &amp; VISION MEDIA BB</strong></td>
</tr>
<tr>
<td><strong>EXCEPT SKY BB</strong></td>
<td><strong>SKY TV &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
</tr>
<tr>
<td><em>Sky Sports News/ Sky Sports News HQ</em></td>
<td><strong>SKY TV &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
</tr>
<tr>
<td><strong>FREE TO TT BB</strong></td>
<td><strong>SKY TV &amp; NOT VISION MEDIA BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
<td><strong>BROADBAND ONLY</strong></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
<td><strong>BT SPORT APP</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Eff. Weighted Sample</strong></td>
<td><strong>Total</strong></td>
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<th>Significance Level: 95%</th>
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<tr>
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Prepared by Saville Rossiter-Base: 01727 899 399
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<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
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<td></td>
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<td>FREE TO AIR &amp; BT BB</td>
</tr>
<tr>
<td></td>
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<tr>
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<tr>
<td></td>
<td>i</td>
<td>FREE TO AIR &amp; NO BB</td>
</tr>
<tr>
<td></td>
<td>j</td>
<td>FREE TO AIR &amp; NO BB</td>
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<td></td>
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<td>FREE TO AIR &amp; NO BB</td>
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<td>FREE TO AIR &amp; NO BB</td>
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<td>FREE TO AIR &amp; NO BB</td>
</tr>
<tr>
<td>Total</td>
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<td>FREE TO AIR &amp; NO BB</td>
</tr>
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<td>FREE TO AIR &amp; NO BB</td>
</tr>
<tr>
<td>SKY SPORTS</td>
<td>SKY TV &amp; &amp; FREE TO AIR &amp; NO BB</td>
<td>FREE TO AIR &amp; NO BB</td>
</tr>
<tr>
<td>BT SPORT</td>
<td>SKY TV &amp; &amp; FREE TO AIR &amp; NO BB</td>
<td>FREE TO AIR &amp; NO BB</td>
</tr>
<tr>
<td>SKY SPORTS AND BT SPORT</td>
<td>SKY TV &amp; &amp; FREE TO AIR &amp; NO BB</td>
<td>FREE TO AIR &amp; NO BB</td>
</tr>
<tr>
<td>SKY SPORTS BUT NOT BT SPORT</td>
<td>SKY TV &amp; &amp; FREE TO AIR &amp; NO BB</td>
<td>FREE TO AIR &amp; NO BB</td>
</tr>
<tr>
<td>BT SPORT BUT NOT SKY SPORTS</td>
<td>SKY TV &amp; &amp; FREE TO AIR &amp; NO BB</td>
<td>FREE TO AIR &amp; NO BB</td>
</tr>
<tr>
<td>NEITHER SKY SPORTS NOR BT SPORT</td>
<td>SKY TV &amp; &amp; FREE TO AIR &amp; NO BB</td>
<td>FREE TO AIR &amp; NO BB</td>
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Prepared by Saville Rossiter-Base : 01727 899 399
<table>
<thead>
<tr>
<th>Base: All who are responsible for the household television service</th>
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</thead>
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**Table 12**

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)  

<table>
<thead>
<tr>
<th>Total</th>
<th>SKY TV &amp; ANY BB</th>
<th>SKY TV &amp; BT BB</th>
<th>SKY TV &amp; NOT BB</th>
<th>SKY TV &amp; NO BB</th>
<th>VIRGIN MEDIA TV &amp; NOT BB</th>
<th>VIRGIN MEDIA BB</th>
<th>FREE TO AIR &amp; BT BB</th>
<th>FREE TO AIR &amp; SKY BB</th>
<th>FREE TO AIR &amp; OTHER BB</th>
<th>FREE TO AIR &amp; NO BB</th>
<th>BASE</th>
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<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2817</td>
<td>371</td>
<td>169</td>
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<td>42</td>
<td>81</td>
<td>89</td>
<td>45</td>
<td>196</td>
<td>133</td>
<td>65</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>3158</td>
<td>445</td>
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<td>99</td>
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</table>

**Columns Tested: a,b,c,d,e,f,g - h,j,k,l,m - n,o,p**

Prepared by Saville Rossiter-Base: 01727 899 399
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 12

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

#### Table 12: Sports Channel Subscribers

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<thead>
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<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>2441</td>
<td>560</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>2817</td>
<td>549</td>
<td>284</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>2174</td>
<td>502</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>642</td>
<td>336</td>
<td>225</td>
<td>417</td>
<td>111</td>
<td>2405</td>
<td>586</td>
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<tr>
<td><strong>Unweighted total</strong></td>
<td>4.00%</td>
<td>1.96%</td>
<td>1.67%</td>
<td>1.47%</td>
<td>1.41%</td>
<td>0.45%</td>
<td>0.76%</td>
<td>1.85%</td>
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<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>2.36%</td>
<td>1.18%</td>
<td>1.03%</td>
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<td>0.90%</td>
<td>0.31%</td>
<td>0.62%</td>
<td>1.44%</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter: Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Sports Channel Subscribers</th>
<th>SKY SPORTS</th>
<th>SKY SPORTS</th>
<th>BT SPORTS</th>
<th>BT SPORTS</th>
<th>NEITHER SKY SPORTS</th>
<th>SKY SPORTS</th>
<th>BT SPORTS</th>
<th>SKY SPORTS</th>
<th>BT SPORTS</th>
<th>NEITHER SKY SPORTS</th>
<th>SKY SPORTS</th>
<th>BT SPORTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>3158</td>
<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>2441</td>
<td>560</td>
<td>206</td>
<td>354</td>
<td>717</td>
<td>644</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>549</td>
<td>284</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>2174</td>
<td>502</td>
<td>185</td>
<td>317</td>
<td>644</td>
<td></td>
</tr>
<tr>
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<td>284</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>2174</td>
<td>502</td>
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<td>644</td>
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Sky Sports channels that we pay extra for - but not sure which channels

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<th>Channel</th>
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<th>Sky Sports</th>
<th>BT Sport</th>
<th>Sky Sports AND BT Sport</th>
<th>Sky Sports BUT NOT BT Sport</th>
<th>BT Sport BUT NOT SKY SPORT</th>
<th>Neither Sky Sports NOR BT Sport</th>
<th>Sky Sports 1/2 AND BT Sport</th>
<th>Either Sky Sports OR BT Sport</th>
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<tbody>
<tr>
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<td>225</td>
<td>336</td>
<td>225</td>
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<td>-</td>
<td>111</td>
<td>219</td>
<td>219</td>
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<td>ESPN</td>
<td>271</td>
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<td>23</td>
<td>201</td>
<td>133</td>
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<td>267</td>
<td>194</td>
<td>185</td>
<td>132</td>
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<td>53</td>
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<td>154</td>
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<td>-</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 12

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All who are responsible for the household television service

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<tr>
<th></th>
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<th>Significance Level: 95%</th>
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<td></td>
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<td></td>
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<td>b</td>
<td>c</td>
</tr>
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<td>2817</td>
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<td>Effective Sample</td>
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<td>2174</td>
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<table>
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<tr>
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<th>Don't know</th>
<th>Unweighted</th>
<th>Effective</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Total</td>
<td>Unweighted</td>
<td>Effective</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
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<tr>
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<td>225</td>
</tr>
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<td>SKY SPORTS AND BT SPORT</td>
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<td>111</td>
</tr>
<tr>
<td>SKY SPORTS BUT NOT BT SPORT</td>
<td>417</td>
<td>417</td>
<td>417</td>
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<tr>
<td>BT SPORT BUT NOT SKY SPORTS</td>
<td>111</td>
<td>111</td>
<td>111</td>
</tr>
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</table>

Don't know: 148

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
Table 12

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base: All who are responsible for the household television service

<table>
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<td>Effective Weighted Sample</td>
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<td>a</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
</tr>
<tr>
<td>NEITHER SKY SPORTS NOR BT SPORT</td>
<td>2405</td>
</tr>
<tr>
<td>76%</td>
<td>-</td>
</tr>
<tr>
<td>20%</td>
<td>-</td>
</tr>
<tr>
<td>20%</td>
<td>-</td>
</tr>
<tr>
<td>20%</td>
<td>-</td>
</tr>
</tbody>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

### Sports Channel Subscribers

<table>
<thead>
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<th></th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 NOT BT SPORT</th>
<th>BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
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<tr>
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<td>3158</td>
<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>2441</td>
<td>560</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>549</td>
<td>284</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>2174</td>
<td>502</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>642</td>
<td>336</td>
<td>225</td>
<td>417</td>
<td>111</td>
<td>2405</td>
<td>586</td>
</tr>
<tr>
<td>ANY SPORTS CHANNELS</td>
<td>819</td>
<td>642</td>
<td>336</td>
<td>225</td>
<td>417</td>
<td>111</td>
<td>65</td>
<td>586</td>
</tr>
<tr>
<td>26%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>3%</td>
<td>100%</td>
</tr>
<tr>
<td>f</td>
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<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
</tr>
<tr>
<td>78%</td>
<td>41%</td>
<td>27%</td>
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<td>14%</td>
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<td>72%</td>
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<td>45%</td>
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<td>-</td>
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<td>52%</td>
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<tr>
<td>abcd(e)g(h)i</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 12

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)**

**Base : All who are responsible for the household television service**

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ONLY NON-SPORT</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>OF FOOTBALL</td>
<td>OF PL AND CL</td>
<td>OF PL</td>
<td>FOOTBALL</td>
<td>SPORT</td>
<td>REASONS</td>
<td>PL AS MAIN</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>3158</td>
<td>367</td>
<td>261</td>
<td>175</td>
<td>170</td>
<td>231</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>328</td>
<td>234</td>
<td>157</td>
<td>152</td>
<td>208</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>384</td>
<td>273</td>
<td>180</td>
<td>176</td>
<td>244</td>
</tr>
</tbody>
</table>

| Sky Sports 1 | | | | | | | | | | | | | |
| 580 | 357 | 258 | 174 | 170 | 213 | 494 | 432 | 62 | 68 | 163 | 11 |
| 16% | 93% | 95% | 97% | 97% | 88% | 92% | 92% | 95% | 83% | 93% | ** |
| Sky Sports 2 | | | | | | | | | | | | | |
| 545 | 341 | 244 | 166 | 163 | 196 | 473 | 412 | 61 | 56 | 152 | 12 |
| 17% | 69% | 90% | 92% | 92% | 80% | 88% | 88% | 93% | 68% | 87% | ** |
| Sky Sports 3 | | | | | | | | | | | | | |
| 519 | 326 | 235 | 162 | 159 | 189 | 451 | 392 | 59 | 56 | 143 | 14 |
| 16% | 85% | 86% | 90% | 90% | 77% | 84% | 83% | 90% | 68% | 81% | ** |
| Sky Sports 4 | | | | | | | | | | | | | |
| 517 | 325 | 236 | 159 | 156 | 186 | 446 | 392 | 54 | 57 | 147 | 14 |
| 16% | 84% | 87% | 88% | 88% | 86% | 83% | 83% | 83% | 69% | 84% | ** |
| Sky Sports 5 | | | | | | | | | | | | | |
| 500 | 316 | 232 | 161 | 158 | 178 | 432 | 381 | 51 | 54 | 147 | 17 |
| 16% | 82% | 85% | 89% | 90% | 73% | 81% | 81% | 79% | 66% | 84% | ** |
| Sky Sports F1 | | | | | | | | | | | | | |
| 445 | 274 | 197 | 135 | 132 | 166 | 387 | 338 | 49 | 46 | 121 | 12 |
| 14% | 71% | 72% | 75% | 75% | 68% | 72% | 72% | 74% | 55% | 69% | ** |
| Columns Tested: a,b,c,d,e,f,g,h,i,j,k |

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 12

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted total</strong></td>
<td>3158</td>
<td>367</td>
<td>261</td>
<td>175</td>
<td>170</td>
<td>231</td>
<td>510</td>
</tr>
<tr>
<td>Total</td>
<td>2817</td>
<td>328</td>
<td>234</td>
<td>157</td>
<td>152</td>
<td>208</td>
<td>456</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>384</td>
<td>273</td>
<td>180</td>
<td>176</td>
<td>244</td>
<td>536</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
Table 12

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>ANY MENTION OF</th>
<th>SPORT IN GENERAL BUT NOT PARTICULAR</th>
<th>ONLY NON-SPORT</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
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</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
<tr>
<td>MENTION OF PL AND CL</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td></td>
<td>k</td>
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<tr>
<td>Significance Level: 95%</td>
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</tr>
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</table>

Unweighted total: 3158
Effective Weighted Sample: 2817
Total: 3158

Don't know: 148

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Table: Any reason for getting Sky Sports

<table>
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<th>Mention of PL and CL</th>
<th>Mention of PL</th>
<th>Mention of CL</th>
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<th>Any Mention of Sport</th>
<th>Sports Reasons</th>
<th>Pl as Main Reason</th>
<th>Cl as Main Reason</th>
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<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>BT SPORT</td>
<td>i</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>j</td>
<td>k</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY SPORTS AND BT SPORT</td>
<td>i</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>j</td>
<td>k</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY SPORTS BUT NOT BT SPORT</td>
<td>i</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>j</td>
<td>k</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BT SPORT BUT NOT SKY SPORTS</td>
<td>i</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>j</td>
<td>k</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEITHER SKY SPORTS NOR BT SPORT</td>
<td>i</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>j</td>
<td>k</td>
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Prepared by Saville Rossiter-Base: 01727899399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>ANY MENTION OF</th>
<th>REASON FOR GETTING SKY SPORTS</th>
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<td>FOOTBALL</td>
<td>MENTIONOFPLANDCL</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
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<td>b</td>
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<td>a</td>
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<tr>
<td>b</td>
<td>261</td>
</tr>
<tr>
<td>c</td>
<td>175</td>
</tr>
<tr>
<td>d</td>
<td>170</td>
</tr>
<tr>
<td>e</td>
<td>231</td>
</tr>
<tr>
<td>f</td>
<td>510</td>
</tr>
<tr>
<td>g</td>
<td>444</td>
</tr>
<tr>
<td>h</td>
<td>66</td>
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<tr>
<td>i</td>
<td>79</td>
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<tr>
<td>j</td>
<td>167</td>
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Significance Level: 95%

Unweighted total

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<td>a</td>
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<td>b</td>
<td>261</td>
</tr>
<tr>
<td>c</td>
<td>175</td>
</tr>
<tr>
<td>d</td>
<td>170</td>
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<td>e</td>
<td>231</td>
</tr>
<tr>
<td>f</td>
<td>510</td>
</tr>
<tr>
<td>g</td>
<td>444</td>
</tr>
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<td>h</td>
<td>66</td>
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<td>i</td>
<td>79</td>
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<tr>
<td>j</td>
<td>167</td>
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<tr>
<td>k</td>
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Effective Weighted Sample

<table>
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<th>2817</th>
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<tbody>
<tr>
<td>a</td>
<td>328</td>
</tr>
<tr>
<td>b</td>
<td>234</td>
</tr>
<tr>
<td>c</td>
<td>157</td>
</tr>
<tr>
<td>d</td>
<td>152</td>
</tr>
<tr>
<td>e</td>
<td>208</td>
</tr>
<tr>
<td>f</td>
<td>456</td>
</tr>
<tr>
<td>g</td>
<td>397</td>
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<tr>
<td>h</td>
<td>60</td>
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<td>i</td>
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<td>j</td>
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<td>k</td>
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Total

<table>
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<tr>
<th>Total</th>
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<tbody>
<tr>
<td>a</td>
<td>384</td>
</tr>
<tr>
<td>b</td>
<td>273</td>
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<tr>
<td>c</td>
<td>180</td>
</tr>
<tr>
<td>d</td>
<td>176</td>
</tr>
<tr>
<td>e</td>
<td>244</td>
</tr>
<tr>
<td>f</td>
<td>536</td>
</tr>
<tr>
<td>g</td>
<td>471</td>
</tr>
<tr>
<td>h</td>
<td>65</td>
</tr>
<tr>
<td>i</td>
<td>83</td>
</tr>
<tr>
<td>j</td>
<td>175</td>
</tr>
<tr>
<td>k</td>
<td>10</td>
</tr>
</tbody>
</table>

12% 9% 6% 6% 8% 17% 15% 2% 3% 6% **

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All who are responsible for the household television service

### REASON FOR GETTING BT SPORT

| ANY MENTION OF SPORT IN | ANY MENTION OF FOOTBALL OF PL | NO MENTION OF FOOTBALL | ANY MENTION OF PARTICULAR SPORTS | GENERAL | MENTION OF PARTICULAR SPORTS | ONLY NON SPORT REASONS | PL AS MAIN REASON | AWARE OF SS | AWARE OF BTS | AWARE OF BOTH SS & BTS | AWARE OF SS BUT NOT BTS | AWARE OF BTS BUT NOT SS | NOT AWARE OF SS | NOT AWARE OF BTS |
|-------------------------|-------------------------------|------------------------|---------------------------------|--------|-----------------------------|-----------------------|-------------------|--------------|-------------|------------------------|------------------------|------------------------|----------------|----------------|}
| Total                   | a                             | b                       | c                               | d      | e                           | f                      | g                 | h            | i            | j                      | k                      | l                      | m              | n              |
| Significance Level: 95% |                               |                         |                                 |        |                             |                        |                   |              |              |                         |                        |                        |                 |                |
| Unweighted total        | 3158                          | 154                    | 109                            | 232    | 208                         | 185                   | 23                | 166         | 78           | 2701                   | 2437                   | 2361                   | 340            | 76             | 457 721  |
| Effective Weighted Sample | 2817                          | 137                    | 97                             | 210    | 186                         | 165                   | 21                | 140         | 70           | 2412                   | 2177                   | 2110                   | 303            | 68             | 407 642  |
| Total                   | 3158                          | 160                    | 113                            | 254    | 220                         | 196                   | 24                | 181         | 82           | 2734                   | 2477                   | 2404                   | 330            | 72             | 424 681  |
| Sky Sports 1            | 580                           | 103                    | 69                             | 104    | 137                         | 125                   | 33                | 65          | 33           | 578                    | 530                    | 540                    | 38             | -              | 2 40    |
| Sky Sports 2            | 545                           | 99                     | 65                             | 99     | 131                         | 120                   | 33                | 62          | 9            | 544                    | 516                    | 516                    | 29              | -              | 1 30    |
| Sky Sports 3            | 519                           | 99                     | 66                             | 93     | 128                         | 117                   | 33                | 59          | 9            | 519                    | 491                    | 491                    | 28              | -              | 1 29    |
| Sky Sports 4            | 517                           | 100                    | 67                             | 95     | 131                         | 119                   | 33                | 60          | 9            | 519                    | 491                    | 490                    | 26              | -              | 1 27    |
| Sky Sports 5            | 500                           | 99                     | 66                             | 90     | 129                         | 116                   | 33                | 56          | 9            | 499                    | 473                    | 473                    | 27              | -              | 1 27    |
| Sky Sports F1           | 445                           | 83                     | 52                             | 91     | 112                         | 99                    | 33                | 59          | 9            | 445                    | 425                    | 426                    | 20              | -              | 2 20    |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

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Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>MENTION OF FOOTBALL</td>
<td>MENTION OF PL</td>
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<tr>
<td>TOTAL</td>
<td>a</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
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<tr>
<td>Unweighted total</td>
<td>3158</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
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</table>

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
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<td>cg</td>
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<tr>
<td>21%</td>
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<tr>
<td>Sky Sports News/ Sky Sports News HQ</td>
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<td>16%</td>
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<td>cg</td>
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<td>19%</td>
<td>13%</td>
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<tr>
<td>BT Sport (BT Sport 1 or BT Sport 2)</td>
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<td>84%</td>
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<tr>
<td>29%</td>
<td>4%</td>
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<tr>
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Columns Tested: a,b,c,d,e,g,h,i,j,k,l,m,n,o

Summary:

<table>
<thead>
<tr>
<th>AWARENESS SUMMARY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWARE OF SS</td>
<td>AWARE OF BTS</td>
</tr>
<tr>
<td>AWARE OF BOTH SS &amp; BTS</td>
<td>NOT AWARE OF SS</td>
</tr>
<tr>
<td>SS</td>
<td>BTS</td>
</tr>
<tr>
<td>95%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g,h,i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

### Table 12

<table>
<thead>
<tr>
<th>Reason for getting BT Sport</th>
<th>Awareness Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any mention of Sport In</td>
<td>Aware of SS</td>
</tr>
<tr>
<td>Mention of Football</td>
<td></td>
</tr>
<tr>
<td>Mention of PL</td>
<td></td>
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<tr>
<td>No mention of Football</td>
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<tr>
<td>Any mention of Particular Sports</td>
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<tr>
<td>Any mention of General Sports</td>
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<tr>
<td>Only non-sport reasons</td>
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<td>Pl as Main Reason</td>
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<td>Awareness Summary</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter - 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>154</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>137</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>160</td>
</tr>
</tbody>
</table>

NEITHER SKY SPORTS NOR BT SPORT

<table>
<thead>
<tr>
<th>Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base : All who are responsible for the household television service</td>
</tr>
<tr>
<td>Table 12</td>
</tr>
<tr>
<td>Column Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o</td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

### REASON FOR GETTING BT SPORT

| ANY MENTION OF SPORT IN | ANY FOOTBALL MENTION OF PL | NO MENTION OF FOOTBALL | ANY MENTION OF PARTICULAR SPORTS | ANY FOOTBALL MENTION OF PL | NO MENTION OF FOOTBALL | ANY MENTION OF PARTICULAR SPORTS | GENERAL | ONLY NON SPORT REASONS | PL AS MAIN REASON | AWARE OF SS | AWARE OF BTS | AWARE OF BOTH SS & BTS | AWARE OF SS BUT NOT BTS | AWARE OF BTS BUT NOT SS | NOT AWARE OF SS | NOT AWARE OF BTS |
|-------------------------|-----------------------------|------------------------|---------------------------------|-----------------------------|------------------------|---------------------------------|---------|-----------------------|-----------------|------------|-------------|------------------------|--------------------------|------------------------|----------------|----------------|----------------|
| **Total**               | a                           | b                      | c                               | d                           | e                      | f                               | g       | h                     | i               | j          | k           | l                      | m                       | n                      | o                  |                |
| Significance Level: 95% |                             |                        |                                 |                             |                        |                                 |         |                       |                 |            |             |                         |                          |                        |                    |                |
| Unweighted total        | 3158                        | 154                    | 109                             | 232                         | 208                    | 185                             | 23      | 166                   | 78              | 2701       | 2437        | 2361                   | 340                     | 76                     | 457               | 721            |
| Effective Weighted Sample | 2817                       | 137                    | 97                              | 210                         | 186                    | 165                             | 21      | 149                   | 70              | 2412       | 2177        | 2110                   | 303                     | 68                     | 407               | 642            |
| **Total**               | 3158                        | 160                    | 113                             | 254                         | 220                    | 196                             | 24      | 181                   | 82              | 2734       | 2477        | 2404                   | 330                     | 72                     | 424               | 681            |
| ANY SPORTS CHANNELS     | 819                         | 136                    | 97                              | 189                         | 187                    | 169                             | 24      | 129                   | 75              | 813        | 759         | 757                    | 56                      | 2                      | 5                 | 59             |
| 26%                     | 85%                         | 86%                    | 75%                             | 85%                         | 86%                    | **                              | 71%     | 91%                   | **              | 30%        | 31%         | 31%                    | 17%                     | 3%                     | 1%                | 9%             |
|                        | 17%                         | 12%                    | 23%                             | 23%                         | 21%                    | **                              | 16%     | 9%                    | 99%             | 93%        | 92%         | **                     | 7%                      | *%                     | 1%                | 7%             |
| NO PAY TV               | 1249                        | 16                     | 13                              | 48                          | 22                     | 19                              | **      | 41                    | 8               | 1009       | 909         | 876                    | 133                     | 34                     | 240               | 339            |
| 40%                     | 10%                         | 11%                    | 19%                             | 10%                         | 10%                    | **                              | 23%     | 9%                    | 37%             | 37%        | 36%         | 40%                    | 47%                     | 56%                    | 50%               |                |
|                        | 1%                          | 1%                     | 4%                              | 2%                          | 2%                     | **                              | 3%      | 1%                    | 81%             | 73%        | 70%         | 11%                    | 3%                      | 19%                    | 27%               |                |

Columns Tested: a,b,c,d,e,g,h - i,j,k,l,m,n,o
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

<table>
<thead>
<tr>
<th>Base</th>
<th>All who are responsible for the household television service</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MINORITY</td>
<td>SCOTLAND</td>
<td>IRA</td>
<td>WALES</td>
<td></td>
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<tr>
<td>-----</td>
<td>----------</td>
<td>----------</td>
<td>------</td>
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</tr>
<tr>
<td>Total</td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
<td>ETHNIC GROUP</td>
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<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>570</td>
<td>1438</td>
<td>1150</td>
<td>2769</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>535</td>
<td>1328</td>
<td>1107</td>
<td>2472</td>
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<td>Total</td>
<td>3158</td>
<td>785</td>
<td>1509</td>
<td>864</td>
<td>2734</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

Effective Weighted Sample

Total

Sky Sports 1

Sky Sports 2

Sky Sports 3

Sky Sports 4

Sky Sports 5

Sky Sports F1

Sky sports channels that we pay extra for - but not sure which channels

Columns Tested: a,b,c, d,e, f,g,h,i,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
### Table 12

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORThER N IRELAND</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>b</td>
<td>e</td>
<td>f</td>
<td>g</td>
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<td>g</td>
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<td>k</td>
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<td>o</td>
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<td><strong>Total</strong></td>
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<td></td>
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<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>570</td>
<td>1438</td>
<td>1150</td>
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<td></td>
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<tr>
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<td>555</td>
<td>1328</td>
<td>1107</td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>785</td>
<td>1509</td>
<td>864</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky Sports News/ Sky Sports News HQ</td>
<td>403</td>
<td>135</td>
<td>262</td>
<td>96</td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>BT Sport (BT Sport 1 or BT Sport 2)</td>
<td>336</td>
<td>102</td>
<td>172</td>
<td>62</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>ESPN</td>
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<td>143</td>
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<td>Eurosport</td>
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<td></td>
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</table>

**Columns Tested:** a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
### Table 12

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Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

<table>
<thead>
<tr>
<th>Base: All who are responsible for the household television service</th>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTH ES</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>MINORITY</td>
<td></td>
<td>SCOT N</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Total</td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
<td>ETHNIC GROUP</td>
</tr>
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<td>Significance Level: 95%</td>
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</tr>
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<td>Unweighted total</td>
<td>3158</td>
<td>570</td>
<td>1438</td>
<td>1150</td>
<td>2769</td>
<td>382</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>535</td>
<td>1328</td>
<td>1107</td>
<td>2472</td>
<td>342</td>
</tr>
<tr>
<td>Total</td>
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<td>785</td>
<td>1509</td>
<td>864</td>
<td>2734</td>
<td>417</td>
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<td>BT SPORT</td>
<td>336</td>
<td>102</td>
<td>172</td>
<td>62</td>
<td>307</td>
<td>29</td>
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<td>SKY SPORTS AND BT SPORT</td>
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<td>69</td>
<td>113</td>
<td>42</td>
<td>207</td>
<td>18</td>
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<tr>
<td>SKY SPORTS BUT NOT BT SPORT</td>
<td>417</td>
<td>115</td>
<td>206</td>
<td>96</td>
<td>344</td>
<td>73</td>
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<td>BT SPORT BUT NOT SKY SPORT</td>
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<td>33</td>
<td>59</td>
<td>20</td>
<td>100</td>
<td>11</td>
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<td>568</td>
<td>1131</td>
<td>706</td>
<td>2082</td>
<td>314</td>
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<td>SKY SPORTS 1/2</td>
<td>586</td>
<td>164</td>
<td>294</td>
<td>128</td>
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<td>79</td>
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<td>219</td>
<td>66</td>
<td>111</td>
<td>42</td>
<td>201</td>
<td>18</td>
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</tbody>
</table>

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Q8. (PROMPTED) Does your household receive any of the following channels through Sky/ Virgin Media/ BT TV/ TalkTalk TV? (MULTI CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WHITE</td>
<td>ENGLAND</td>
<td>SCOT LAND</td>
<td>WALES</td>
</tr>
<tr>
<td></td>
<td>GROUP</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Total</td>
<td>Unweighted total</td>
<td>3158</td>
<td>570</td>
<td>1438</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>535</td>
<td>1328</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>3158</td>
<td>785</td>
<td>1509</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total: 3158
Effective Weighted Sample: 2817

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q9. Does your household have access to BT Sport through the BT Sport app or online player? (SINGLE CODE)

Base: All with fixed broadband from BT (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
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<tr>
<td>Significance Level: 95%</td>
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<td>Effective Weighted Sample</td>
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<td>169</td>
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<td>Total</td>
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<td>Yes</td>
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<tr>
<td>No</td>
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<td>123</td>
</tr>
<tr>
<td>Don't know</td>
<td>46</td>
<td>19</td>
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</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q9. Does your household have access to BT Sport through the BT Sport app or online player? (SINGLE CODE)

Base: All with fixed broadband from BT (who are responsible for the household television service)

<table>
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<tr>
<th>SOLUS TV</th>
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<th>BT SPORT APP</th>
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<tr>
<td><strong>TOTAL</strong></td>
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<tr>
<td>SKY TV &amp; ANY BB</td>
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<td>b</td>
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<td>~d</td>
</tr>
<tr>
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<td>h</td>
<td>~i</td>
</tr>
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<td>FREE TO AIR &amp; SKY BB &amp; OTHER BB</td>
<td>n</td>
<td>o</td>
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<td>FREE TO AIR &amp; SKY BB &amp; NO BB</td>
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<td>FREE TO AIR &amp; FREE TO AIR &amp; NO BB</td>
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<td>s</td>
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<tr>
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<td>t</td>
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<td>FREE TO AIR &amp; SKY TV &amp; NO BB</td>
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<tr>
<td>FREE TO AIR &amp; FREE TO AIR &amp; NO BB</td>
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Unweighted Total: 522 188 188 - - - - 3
Effective Weighted Sample: 467 169 169 - - - - 3
Total: 556 200 200 - - - - 3

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Table 13

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9. Does your household have access to BT Sport through the BT Sport app or online player? (SINGLE CODE)

**Base:** All with fixed broadband from BT (who are responsible for the household television service)

**Significance Level:** 95%

**Columns Tested:** a,b,c,d,e,f,g,h,i,j

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<tr>
<th></th>
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<th>SKY SPORTS</th>
<th>BT SPORTS AND BT SPORT</th>
<th><strong>SKY SPORTS BUT NOT BT SPORT</strong></th>
<th>BT SPORTS BUT NOT SKY SPORTS</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th><strong>SKY SPORTS 1/2 AND BT SPORT</strong></th>
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<th>EITHER SKY SPORTS OR BT SPORT</th>
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<td>a</td>
<td>b</td>
<td>c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
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<td>g</td>
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<td>f</td>
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<td>24%</td>
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<td>37%</td>
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<td>68%</td>
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<td>e</td>
<td>abcgh</td>
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<td></td>
<td>18%</td>
<td>15%</td>
<td>10%</td>
<td>**</td>
<td>7%</td>
<td>10%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
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<td>11%</td>
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<td>10%</td>
<td>7%</td>
<td>10%</td>
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</tr>
<tr>
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<td></td>
<td>30%</td>
<td>32%</td>
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</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 13

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9. Does your household have access to BT Sport through the BT Sport app or online player? (SINGLE CODE)

Base: All with fixed broadband from BT (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General but Not Particular</th>
<th>Only Non-Sport</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Any Football</td>
<td>Mention of PL</td>
<td>Mention of CL</td>
<td>Mention of PL AND CL</td>
<td>Mention of Football</td>
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<td>Total</td>
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<td>57</td>
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<tr>
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<td>176</td>
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<td>26</td>
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</tr>
<tr>
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<td>39%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>No</td>
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<td>38</td>
<td>24</td>
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<td>60%</td>
<td>52%</td>
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<td>**</td>
</tr>
<tr>
<td>Don't know</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q9. Does your household have access to BT Sport through the BT Sport app or online player? (SINGLE CODE)

Base: All with fixed broadband from BT (who are responsible for the household television service)

### Table 13

#### REASON FOR GETTING BT SPORT

<table>
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<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>MENTION OF FOOTBALL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF PARTICULAR SPORTS</th>
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<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
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<th>NOT AWARE OF BTS</th>
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<td></td>
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<td><strong>36%</strong></td>
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<td><strong>87%</strong></td>
<td><strong>90%</strong></td>
<td><strong>10%</strong></td>
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<td>118</td>
<td>71</td>
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<td><strong>87%</strong></td>
<td><strong>90%</strong></td>
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<td><strong>17%</strong></td>
<td><strong>58%</strong></td>
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<td><strong>91%</strong></td>
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<td><strong>59%</strong></td>
<td><strong>14%</strong></td>
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<td><strong>87%</strong></td>
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<td><strong>74%</strong></td>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q9. Does your household have access to BT Sport through the BT Sport app or online player? (SINGLE CODE)

Base: All with fixed broadband from BT (who are responsible for the household television service)

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 13

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<th>NATION</th>
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<td>b</td>
<td>c</td>
</tr>
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Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

### Table 14

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
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<td>SKY TV &amp;(SKY BB</td>
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<td>SKY MEDIA</td>
<td>BT TV</td>
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<td>17%</td>
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<td><strong>80%</strong></td>
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</tr>
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</tr>
<tr>
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<td>**</td>
<td>**</td>
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<td>30%</td>
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<tr>
<td><strong>81%</strong></td>
<td>**</td>
<td>**</td>
</tr>
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<td><strong>To watch other football competitions</strong></td>
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Prepared by Saville Rossiter - Base: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Table 14

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base : All Sky Sports subscribers (who are responsible for the household television service)

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<thead>
<tr>
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<th>BUNDLING TV AND BROADBAND</th>
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<td>VIRGIN MEDIA TV &amp; VIRGIN TV</td>
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<td>b</td>
<td>c</td>
</tr>
<tr>
<td>612</td>
<td>509</td>
<td>159</td>
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<td>To watch live Formula 1</td>
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<td>102</td>
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<tr>
<td>To watch live coverage of other sports</td>
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<td>63</td>
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<tr>
<td>To watch a wide range of live sports coverage</td>
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<td>128</td>
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<td>To watch sports coverage regularly</td>
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<td>It doesn’t cost that much</td>
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Prepared by Saville Rossiter-Base : 01727 899 399
Table 14

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

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<tr>
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<td>b</td>
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<tr>
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<tr>
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<td>Other people in my household wanted it</td>
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Prepared by Saville Rossiter-Base: 01727 899 399

Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p
 Payne TV Wholesale Must-offer Review. 1st to 7th October 2014.

Table 14

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (Unprompted) Why does your household get Sky Sports? (Multi Code)

Base: All Sky Sports subscribers (who are responsible for the household television service)

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<td>Effective Weighted Sample</td>
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</table>

| Any Mention of Sport | 536 | 84% | 100% |
| Any Mention of Particular Sports | 471 | 73% | 72%  |
| Any Mention of Sport in General, but not Particular Sports | 65 | 10% | 11%  |
| Only Non-Sport Reasons | 83 | 13% | 12%  |
| Any Mention of Sport in General | 181 | 28% | 30%  |
| Any Mention of Non-Sport Reasons | 151 | 24% | 26%  |
| 1 Reason | 272 | 42% | 44%  |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base : All Sky Sports subscribers (who are responsible for the household television service)

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Significance Level: 95%

Unweighted total

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Effective Weighted Sample

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2 REASONS

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3 REASONS

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4 REASONS

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5+ REASONS

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<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TV</th>
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<th>NONE</th>
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<th>BT TV &amp; BT BB</th>
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Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th><strong>BROADBAND ONLY</strong></th>
<th><strong>BT SPORT APP</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; VIRGIN MEDIA</strong></td>
<td><strong>FREE TO AIR &amp; SPORTS TV</strong></td>
</tr>
<tr>
<td><strong>EXCEPT SKY BB</strong></td>
<td><strong>&amp; OTHER BB</strong></td>
<td><strong>&amp; NOT OTHER BB</strong></td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
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<td>181</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
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<td>162</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td>194</td>
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<tr>
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<td></td>
</tr>
<tr>
<td><strong>To watch live Premier League football</strong></td>
<td>273</td>
<td>82</td>
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<tr>
<td><strong>30%</strong></td>
<td>17%</td>
<td>-</td>
</tr>
<tr>
<td><strong>To watch live Champions League football</strong></td>
<td>180</td>
<td>54</td>
</tr>
<tr>
<td><strong>28%</strong></td>
<td>19%</td>
<td>-</td>
</tr>
<tr>
<td><strong>To watch other live football competitions</strong></td>
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<td><strong>21%</strong></td>
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<td><strong>To watch football generally</strong></td>
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<td><strong>37%</strong></td>
<td>36%</td>
<td>-</td>
</tr>
<tr>
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<td>127</td>
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<td><strong>20%</strong></td>
<td>21%</td>
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<td><strong>To watch live rugby union</strong></td>
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<td>41</td>
</tr>
<tr>
<td><strong>16%</strong></td>
<td>21%</td>
<td>-</td>
</tr>
<tr>
<td><strong>To watch live golf</strong></td>
<td>109</td>
<td>39</td>
</tr>
<tr>
<td><strong>17%</strong></td>
<td>20%</td>
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**Columns Tested:** a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
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<tr>
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<tbody>
<tr>
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<td>EXCEPT BB &amp; TT</td>
<td>&amp; SKY TV &amp; MEDIA</td>
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<td>b</td>
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<tr>
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<tr>
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<td>162</td>
</tr>
<tr>
<td>Total</td>
<td>642</td>
<td>194</td>
</tr>
<tr>
<td>To watch live Formula 1</td>
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<td>32</td>
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<tr>
<td>To watch live coverage of other sports</td>
<td>58</td>
<td>23</td>
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<tr>
<td>To watch a wide range of live sports coverage</td>
<td>134</td>
<td>45</td>
</tr>
<tr>
<td>To watch live sports coverage regularly</td>
<td>83</td>
<td>26</td>
</tr>
<tr>
<td>To watch high quality live sports coverage</td>
<td>62</td>
<td>18</td>
</tr>
<tr>
<td>Comes with my package</td>
<td>94</td>
<td>26</td>
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<tr>
<td>It doesn’t cost that much</td>
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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Table 14

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Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
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<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; VIRGIN MEDIA</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
</tr>
<tr>
<td><strong>EXCEPT SKY BB</strong></td>
<td><strong>SKY TV &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; BT BB</strong></td>
</tr>
<tr>
<td><strong>&amp; TT BB</strong></td>
<td><strong>SKY TV &amp; NO BB</strong></td>
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</tr>
<tr>
<td><strong>~a</strong></td>
<td><strong>~b</strong></td>
<td><strong>~c</strong></td>
</tr>
<tr>
<td><strong>~d</strong></td>
<td><strong>~e</strong></td>
<td><strong>~f</strong></td>
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<td><strong>~h</strong></td>
<td><strong>~i</strong></td>
</tr>
<tr>
<td><strong>~j</strong></td>
<td><strong>~k</strong></td>
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<td><strong>~m</strong></td>
<td><strong>~n</strong></td>
<td><strong>~o</strong></td>
</tr>
<tr>
<td><strong>~p</strong></td>
<td><strong>~q</strong></td>
<td><strong>~r</strong></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

Total

Effective Weighted Sample

Got money off got a good deal

Other people in my household wanted it

I like/enjoy all sports

Other

Don't know

MENTION OF ANY FOOTBALL

MENTION OF PL AND CL

NO MENTION OF FOOTBALL

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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Base: All Sky Sports subscribers (who are responsible for the household television service)

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<tr>
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<th>SOLUS TV</th>
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<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
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<td>b</td>
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<tr>
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<td>101</td>
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<td><strong>Effective Weighted Sample</strong></td>
<td>549</td>
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<td>90</td>
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<tr>
<td><strong>Total</strong></td>
<td>642</td>
<td>194</td>
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<td><strong>ANY MENTION OF SPORT</strong></td>
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<tr>
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<td><strong>ONLY NON-SPORT REASONS</strong></td>
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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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<table>
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<th>FREE TO AIR &amp; NO BB</th>
<th>FREE TO AIR &amp; NO BB</th>
<th>FREE TO AIR &amp; NO BB</th>
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</thead>
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<td>SKY TV &amp; TT BB</td>
<td>SKY TV &amp; ANY</td>
<td>SKY TV &amp; ANY</td>
<td>SKY TV &amp; ANY</td>
<td>SKY TV &amp; ANY</td>
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<td>c</td>
<td>d</td>
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Significance Level: 95%

Unweighted total:

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</table>

Effective Weighted Sample:

|        | Total | 30% | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
|--------|-------|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|        | 642   | 194 | 107 | 24 | 30 | 33 | 34 | 8  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |

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Table 14

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**Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)**

Base: All Sky Sports subscribers (who are responsible for the household television service)

**SPORTS CHANNEL SUBSCRIBERS**

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<th></th>
<th>Total</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>SKY SPORTS NOT SKY SPORT</th>
<th>BT SPORT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
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<th>EITHER SKY SPORTS OR BT SPORT</th>
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<td>586</td>
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<tr>
<td>To watch live Premier League football</td>
<td>273</td>
<td>113</td>
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<td>273</td>
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<td></td>
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</tr>
<tr>
<td>To watch live Champions League football</td>
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<td>81</td>
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<tr>
<td>To watch other live football competitions</td>
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<tr>
<td>To watch football generally</td>
<td>241</td>
<td>96</td>
<td>144</td>
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<td>228</td>
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<td>134</td>
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<td>To watch live cricket</td>
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<td>64</td>
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</tbody>
</table>

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Prepared by Saville Rossiter
Base : All Sky Sports subscribers (who are responsible for the household television service)

| Sports Channel Subscribers | Total | SKY SPORTS | BT SPORT | SKY SPORTS AND BT SPORT | SKY SPORTS BUT NOT BT SPORT | BT SPORT BUT NOT SKY SPORT | NEITHER SKY SPORTS NOR BT SPORT | SKY SPORTS 1/2 AND BT SPORT | SKY SPORTS 1/2 BUT NOT BT SPORT | SKY SPORTS 1/2 OR BT SPORT | EITHER SKY SPORTS OR BT SPORT |
|----------------------------|-------|------------|----------|-------------------------|-----------------------------|-----------------------------|-------------------------------|-------------------------------|--------------------------------|--------------------------------|-----------------------------|-------------------------------|
| Significance Level: 95%    |       |            |          |                         |                             |                             |                                |                               |                                 |                                |                              |                                |
| Unweighted total           | 612   | 612        | 211      | 211                     | 401                         | -                           | -                             | 560                           | 206                            | 354                           | 612                           |
| Effective Weighted Sample  | 549   | 549        | 189      | 189                     | 360                         | -                           | -                             | 502                           | 185                            | 317                           | 549                           |
| Total                      | 642   | 642        | 225      | 225                     | 417                         | -                           | -                             | 586                           | 219                            | 367                           | 642                           |
| To watch live Formula 1    | 115   | 115        | 46       | 46                      | 69                          | -                           | -                             | 102                           | 45                             | 58                            | 115                           |
| To watch live coverage of other sports | 58 | 58 | 15 | 15 | 43 | - | - | 57 | 15 | 42 | 58 |
| To watch a wide range of live sports coverage | 134 | 134 | 59 | 59 | 76 | - | - | 132 | 59 | 73 | 134 |
| To watch live sports coverage regularly | 83 | 83 | 42 | 42 | 42 | - | - | 83 | 42 | 42 | 83 |
| To watch high quality live sports coverage | 62 | 62 | 33 | 33 | 29 | - | - | 62 | 33 | 29 | 62 |
| Comes with my package      | 94    | 94         | 34       | 34                      | 60                          | -                           | -                             | 81                            | 32                             | 49                            | 94                            |
| It doesn't cost that much  | 10    | 10         | 5        | 5                       | 4                           | -                           | -                             | 9                             | 5                              | 4                             | 10                            |

Columns Tested: a,b,c,d,e,f,g,h,i,j

Table 14

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Data is tested at the 95% confidence level.
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)**

Base: All Sky Sports subscribers (who are responsible for the household television service)

### Table 14: Sports Channel Subscribers

| Significance Level: 95% | Total | SKY SPORTS | BT SPORT | SKY SPORTS AND BT SPORT | SKY SPORTS BUT NOT BT SPORT | BT SPORT BUT NOT SKY SPORT | NEITHER SKY SPORTS NOR BT SPORT | SKY SPORTS 1/2 AND BT SPORT | SKY SPORTS 1/2 BUT NOT BT SPORT | SKY SPORTS BUT NOT BT SPORT | NEITHER SKY SPORTS NOR BT SPORT | SKY SPORTS 1/2 AND BT SPORT | SKY SPORTS 1/2 BUT NOT BT SPORT | NEITHER SKY SPORTS NOR BT SPORT |
|------------------------|-------|------------|----------|-------------------------|-----------------------------|-----------------------------|-------------------------------|-------------------------------|-------------------------------|-----------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| **Unweighted total**   | 612   | 612        | 211      | 401                     | -                           | -                           | 560                           | 206                           | 354                           | 612                         | 502                           | 185                           | 317                           | 549                           |
| **Effective Weighted Sample** | 549   | 549        | 189      | 360                     | -                           | -                           | 586                           | 219                           | 367                           | 642                         | 502                           | 185                           | 317                           | 549                           |
| **Got money off/got a good deal** | 13    | 13         | 7        | 7                       | -                           | -                           | 13                            | 7                             | 13                            | -                           | -                             | -                             | -                             | -                             |
| **Other people in my household wanted it** | 56    | 56         | 18       | 38                      | -                           | -                           | 50                            | 17                            | 33                            | 56                          | -                             | -                             | -                             | -                             |
| **I like/enjoy all sports** | 9     | 9          | 2        | 7                       | -                           | -                           | 9                             | 2                             | 6                             | 9                           | -                             | -                             | -                             | -                             |
| **Other** | 29    | 29         | 12       | 17                      | -                           | -                           | 27                            | 12                            | 15                            | 29                          | -                             | -                             | -                             | -                             |
| **Don't know** | 14    | 14         | 6        | 9                       | -                           | -                           | 10                            | 5                             | 5                             | 14                          | -                             | -                             | -                             | -                             |
| **MENTION OF ANY FOOTBALL** | 384   | 384        | 145      | 240                     | -                           | -                           | 362                           | 142                           | 220                           | 384                         | -                             | -                             | -                             | -                             |
| **MENTION OF PL AND CL** | 176   | 176        | 81       | 95                      | -                           | -                           | 172                           | 81                            | 92                            | 176                         | -                             | -                             | -                             | -                             |
| **NO MENTION OF FOOTBALL** | 244   | 244        | 75       | 169                     | -                           | -                           | 214                           | 72                            | 142                           | 244                         | -                             | -                             | -                             | -                             |

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)**

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS NOT BT SPORT</th>
<th>NEITHER SKY NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>NEITHER SKY 1/2 NOR BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>NEITHER SKY 1/2 NOR BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>NEITHER SKY 1/2 NOR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>642</td>
<td>642</td>
<td>225</td>
<td>417</td>
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<td>586</td>
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<td>367</td>
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<td>219</td>
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<td>642</td>
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<tr>
<td><strong>Significance Level: 95%</strong></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>612</td>
<td>612</td>
<td>211</td>
<td>401</td>
<td>-</td>
<td>560</td>
<td>206</td>
<td>354</td>
<td>612</td>
<td>206</td>
<td>354</td>
<td>612</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>549</td>
<td>549</td>
<td>189</td>
<td>360</td>
<td>-</td>
<td>502</td>
<td>185</td>
<td>317</td>
<td>549</td>
<td>185</td>
<td>317</td>
<td>549</td>
</tr>
</tbody>
</table>

| ANY MENTION OF SPORT        | 536        | 536      | 194                         | 342                    | -                      | 500                     | 189                         | 311                           | 536                         | 189                           | 311                         | 536                           |
| **Significance Level: 95%** |            |          |                             |                        |                        |                         |                             |                               |                             |                              |                             |                              |
| **ANY MENTION OF PARTICULAR SPORTS** | 471    | 471      | 169                         | 301                    | -                      | 437                     | 165                         | 273                           | 471                         | 165                           | 273                         | 471                           |
| **Significance Level: 95%** |            |          |                             |                        |                        |                         |                             |                               |                             |                              |                             |                              |
| **ANY MENTION OF SPORT IN GENERAL, BUT NOT PARTICULAR SPORTS** | 65     | 65       | 25                          | 41                     | -                      | 63                      | 25                          | 38                            | 65                          | 25                            | 38                          | 65                            |
| **Significance Level: 95%** |            |          |                             |                        |                        |                         |                             |                               |                             |                              |                             |                              |
| **ONLY NON-SPORT REASONS**  | 83         | 83       | 20                          | 63                     | -                      | 68                      | 19                          | 50                            | 83                          | 19                            | 50                          | 83                            |
| **Significance Level: 95%** |            |          |                             |                        |                        |                         |                             |                               |                             |                              |                             |                              |
| **ANY MENTION OF SPORT IN GENERAL** | 181  | 181      | 75                          | 106                    | -                      | 178                     | 75                          | 103                           | 181                         | 75                            | 103                         | 181                           |
| **Significance Level: 95%** |            |          |                             |                        |                        |                         |                             |                               |                             |                              |                             |                              |
| **ANY MENTION OF NON-SPORT REASONS** | 151  | 151      | 52                          | 99                     | -                      | 133                     | 50                          | 83                            | 151                         | 50                            | 83                          | 151                           |
| **Significance Level: 95%** |            |          |                             |                        |                        |                         |                             |                               |                             |                              |                             |                              |
| **1 REASON**                | 272        | 272      | 89                          | 184                    | -                      | 235                     | 86                          | 149                           | 272                         | 86                            | 149                         | 272                           |
| **Significance Level: 95%** |            |          |                             |                        |                        |                         |                             |                               |                             |                              |                             |                              |
| **2 REASONS**               | 108        | 108      | 26                          | 82                     | -                      | 100                     | 25                          | 75                            | 108                         | 25                            | 75                          | 108                           |
| **Significance Level: 95%** |            |          |                             |                        |                        |                         |                             |                               |                             |                              |                             |                              |
| Columns Tested: a,b,c,d,e,f,g,h,i,j |          |          |                             |                        |                        |                         |                             |                               |                             |                              |                             |                              |
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Table 14

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

<table>
<thead>
<tr>
<th></th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>612</td>
<td>211</td>
<td>211</td>
<td>401</td>
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<td>-</td>
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<tr>
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<td>549</td>
<td>189</td>
<td>189</td>
<td>360</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
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<td>642</td>
<td>642</td>
<td>225</td>
<td>225</td>
<td>417</td>
<td>-</td>
<td>-</td>
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<td>20</td>
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<td>-</td>
</tr>
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<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
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<td>-%</td>
<td>-%</td>
</tr>
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<td>33%</td>
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<td>-%</td>
<td>99%</td>
<td>33%</td>
</tr>
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<td>20</td>
<td>41</td>
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<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>-%</td>
<td>-%</td>
<td>10%</td>
</tr>
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<td>-%</td>
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<td>33%</td>
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<tr>
<td>5+ REASONS</td>
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<td>-</td>
</tr>
<tr>
<td>20%</td>
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<td>29%</td>
<td>29%</td>
<td>15%</td>
<td>-%</td>
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<td>21%</td>
</tr>
<tr>
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<td>49%</td>
<td>-%</td>
<td>-%</td>
<td>99%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 14

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Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULARLY</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF PL AND CL</td>
<td>MENTION OF PL</td>
<td>MENTION OF CL</td>
<td>NO MENTION OF SPORT</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
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<tr>
<td>To watch live Premier League football</td>
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<td>273</td>
<td>176</td>
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<td>64%</td>
<td>64%</td>
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<tr>
<td>To watch live Champions League football</td>
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<td>180</td>
<td>176</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>98%</td>
<td>98%</td>
</tr>
<tr>
<td>To watch other football competitions</td>
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<td>135</td>
<td>130</td>
<td>118</td>
</tr>
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<td></td>
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<td>85%</td>
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<td>To watch football generally</td>
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<td>241</td>
<td>133</td>
<td>112</td>
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<td>45%</td>
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<tr>
<td>To watch live cricket</td>
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<td></td>
<td>79%</td>
<td>64%</td>
<td>47%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base: 01727 899 399
Table 14

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
<th>SPORT IN GENERAL BUT NOT PARTICULAR</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF PL</td>
<td>MENTION OF CL AND PL</td>
<td>MENTION OF SPORT</td>
<td>SPORTS</td>
<td>REASONS</td>
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<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
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<tr>
<td>Unweighted total</td>
<td>612</td>
<td>367</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>549</td>
<td>328</td>
<td>157</td>
<td>152</td>
<td>208</td>
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<tr>
<td>Total</td>
<td>642</td>
<td>384</td>
<td>273</td>
<td>180</td>
<td>176</td>
</tr>
</tbody>
</table>

Significance Level: 95%

To watch live rugby union

Unweighted total: 101
Effective Weighted Sample: 86
Total: 115

To watch live golf

Unweighted total: 17
Effective Weighted Sample: 23
Total: 22

To watch live Formula 1

Unweighted total: 74
Effective Weighted Sample: 80
Total: 105

To watch live coverage of other sports

Unweighted total: 9
Effective Weighted Sample: 67
Total: 67

To watch a wide range of live sports coverage

Unweighted total: 21
Effective Weighted Sample: 56
Total: 60

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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Table 14

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Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Mention of Any Football</th>
<th>Mention of PL</th>
<th>Mention of CL</th>
<th>Mention of Any CL and Football</th>
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<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>642</td>
<td>384</td>
<td>273</td>
<td>180</td>
<td>176</td>
<td>244</td>
<td>536</td>
<td>471</td>
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<td>261</td>
<td>175</td>
<td>170</td>
<td>231</td>
<td>510</td>
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<td>Effective Weighted Sample</td>
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<td>180</td>
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<tr>
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<td></td>
<td></td>
<td></td>
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<td>To watch live sports coverage regularly</td>
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<td>83</td>
<td>66</td>
<td>17</td>
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<td>16%</td>
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<td>23%</td>
<td>16%</td>
<td>14%</td>
<td>26%</td>
<td>2%</td>
<td>13%</td>
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<tr>
<td>To watch high quality live sports coverage</td>
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<td>40</td>
<td>38</td>
<td>35</td>
<td>15</td>
<td>62</td>
<td>53</td>
<td>9</td>
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<tr>
<td>10%</td>
<td>12%</td>
<td>15%</td>
<td>21%</td>
<td>20%</td>
<td>12%</td>
<td>11%</td>
<td>14%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Comes with my package</td>
<td>94</td>
<td>39</td>
<td>30</td>
<td>28</td>
<td>24</td>
<td>55</td>
<td>55</td>
<td>51</td>
<td>4</td>
</tr>
<tr>
<td>15%</td>
<td>10%</td>
<td>11%</td>
<td>15%</td>
<td>14%</td>
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<td>11%</td>
<td>6%</td>
<td>48%</td>
<td>8%</td>
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<tr>
<td>It doesn't cost that much</td>
<td>10</td>
<td>6</td>
<td>4</td>
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<td>2%</td>
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<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Got money off/ got a good deal</td>
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<td>5</td>
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<td>7</td>
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<td>10</td>
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<tr>
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<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>-%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Other people in my household wanted it</td>
<td>56</td>
<td>13</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>43</td>
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<td>1</td>
</tr>
<tr>
<td>9%</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
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<td>51%</td>
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</table>

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 14

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base : All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF SPORTS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF ANY FOOTBALL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>a 367 b 261 c 175 d 170 e 231 f 510 g 444 h 66 i 79 j 167</td>
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<tr>
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<td>612</td>
<td>367</td>
<td>261</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>549</td>
<td>328</td>
<td>234</td>
</tr>
<tr>
<td>Total</td>
<td>642</td>
<td>384</td>
<td>273</td>
</tr>
<tr>
<td>I like/ enjoy all sports</td>
<td>9 1% a 1% b 1% c 1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>29 5% a 14 b 9 c 9 d 14 e 19 f 18 g 1 h 1</td>
<td>5</td>
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</tr>
<tr>
<td>Don't know</td>
<td>14 2% a - b - c - d - e f g - h - i j - k</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
Table 14

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base : All Sky Sports subscribers (who are responsible for the household television service)

### REASON FOR GETTING SKY SPORTS

<table>
<thead>
<tr>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
</tr>
</thead>
<tbody>
<tr>
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<td>MENTION OF PL AND</td>
<td>MENTION OF CL AND</td>
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<td>ANY MENTION OF SPORT</td>
<td>SPORTS PARTICULAR</td>
<td>SPORTS BUT NOT PARTICULAR</td>
<td>ONLY NON-SPORT</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
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</table>

#### Unweighted total

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Unweighted total</td>
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<tr>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

#### ANY MENTION OF SPORT

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
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<tr>
<td>ANY MENTION OF SPORT</td>
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</tbody>
</table>

#### ANY MENTION OF PARTICULAR SPORTS

<table>
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<tbody>
<tr>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
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</table>

#### ANY MENTION OF SPORT IN GENERAL, BUT NOT PARTICULAR SPORTS

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
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</thead>
<tbody>
<tr>
<td>ANY MENTION OF SPORT IN GENERAL, BUT NOT PARTICULAR SPORTS</td>
</tr>
</tbody>
</table>

#### ONLY NON-SPORT REASONS

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
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</thead>
<tbody>
<tr>
<td>ONLY NON-SPORT REASONS</td>
</tr>
</tbody>
</table>

#### ANY MENTION OF SPORT IN GENERAL

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
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</thead>
<tbody>
<tr>
<td>ANY MENTION OF SPORT IN GENERAL</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PREPARED BY SAVILLE ROSSITER
BASE: 01727 899 399

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Table 14

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
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<td>Sports</td>
<td>SPORTS</td>
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</tr>
<tr>
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<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>i</td>
</tr>
<tr>
<td></td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>j</td>
</tr>
<tr>
<td></td>
<td>i</td>
<td>k</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>612</td>
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<td>261</td>
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<td>102</td>
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<td>328</td>
<td>234</td>
<td>157</td>
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</tr>
<tr>
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<td></td>
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<td></td>
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<td></td>
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<tr>
<td>3 REASONS</td>
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<td>28</td>
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<td>122</td>
<td>109</td>
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<td>94</td>
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<td></td>
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</tr>
</tbody>
</table>
| Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ANYMENTION</td>
<td>NO MENTION</td>
</tr>
<tr>
<td></td>
<td>OF ANY FOOTBALL</td>
<td>OF PL FOOTBALL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>612</td>
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<td>89</td>
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<tr>
<td>Total</td>
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</tr>
<tr>
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<td>72</td>
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<tr>
<td>To watch live Champions League football</td>
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<td>54</td>
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<tr>
<td>To watch other football competitions</td>
<td>135</td>
<td>46</td>
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<tr>
<td>To watch football generally</td>
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<tr>
<td>To watch live cricket</td>
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<td>31</td>
</tr>
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</table>

Columns Tested: a,b,c,d,e,f,g - i,j,k,l,m,n,o

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Base: All Sky Sports subscribers (who are responsible for the household television service)

### Table 14

**REASON FOR GETTING BT SPORT**

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>ANIMAL MENTION OF FOOTBALL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF PARTNERSHIPS</th>
<th>GENERAL</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>a b c d e f g h</td>
<td>i j k l m n o</td>
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</table>

**Significance Level: 95%**

Unweighted total

<table>
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<tr>
<th>To watch live rugby union</th>
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<th>23</th>
<th>21</th>
<th>31</th>
<th>42</th>
<th>9</th>
<th>17</th>
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</thead>
<tbody>
<tr>
<td>16%</td>
<td>22%</td>
<td>29%</td>
<td>28%</td>
<td>30%</td>
<td>30%</td>
<td>13%</td>
<td>30%</td>
</tr>
<tr>
<td>g g</td>
<td>23%</td>
<td>20%</td>
<td>30%</td>
<td>41%</td>
<td>38%</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>To watch live golf</td>
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<td>27</td>
<td>25</td>
<td>17</td>
<td>34</td>
<td>33</td>
<td>9</td>
</tr>
<tr>
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<td>35%</td>
<td>15%</td>
<td>24%</td>
<td>26%</td>
<td>13%</td>
<td>38%</td>
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<tr>
<td>To watch live Formula 1</td>
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<td>25</td>
<td>16</td>
<td>34</td>
<td>33</td>
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<td>36%</td>
<td>15%</td>
<td>24%</td>
<td>26%</td>
<td>13%</td>
<td>33%</td>
</tr>
<tr>
<td>To watch live coverage of other sports</td>
<td>58</td>
<td>7</td>
<td>3</td>
<td>9</td>
<td>11</td>
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<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>To watch a wide range of live sports coverage</td>
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<td>22</td>
<td>32</td>
<td>42</td>
<td>33</td>
<td>14</td>
</tr>
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<td>21%</td>
<td>28%</td>
<td>31%</td>
<td>29%</td>
<td>30%</td>
<td>26%</td>
<td>24%</td>
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<td>To watch sports coverage regularly</td>
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<td>21%</td>
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<td>20%</td>
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<td>16%</td>
<td>17%</td>
</tr>
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</table>

**Columns Tested:** a, b, c, d, e, f, g, h, i, j, k, l, m, n, o
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Base: All Sky Sports subscribers (who are responsible for the household television service)

### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF FOOTBALL</td>
<td>MENTION OF PL FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>612</td>
<td>100</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>549</td>
<td>89</td>
</tr>
<tr>
<td>Total</td>
<td>642</td>
<td>104</td>
</tr>
</tbody>
</table>

### Q10. (UNPROMPTED) Why does your household get Sky Sports?

- **To watch high quality live sports coverage**
  - Significance Level: 95%
  - 16% (a), 11% (b), 10% (c), 17% (d), 22% (e), 10% (f), 20% (g), 11% (h)
  - 11% (i), 9% (j), 100% (k), 92% (l), 92% (m), **2%** (n)
  - **100%** (o)

- **Comes with my package**
  - Significance Level: 95%
  - 15% (a), 14% (b), 21% (c), 16% (d), 16% (e), 19% (f), 22% (g), 20% (h)
  - 12% (i), 13% (j), 98% (k), 89% (l), 89% (m), **11%** (n)

- **It doesn't cost that much**
  - Significance Level: 95%
  - 10% (a), 2% (b), 2% (c), 4% (d), 4% (e), 4% (f), 4% (g), 4% (h)
  - 2% (i), 2% (j), 100% (k), 100% (l), 100% (m), **2%** (n)

- **Got money off/ got a good deal**
  - Significance Level: 95%
  - 13% (a), 12% (b), 13% (c), 27% (d), 27% (e), 27% (f), 27% (g), 27% (h)
  - 14% (i), 13% (j), 100% (k), 96% (l), 96% (m), **1%** (n)

- **Other people in my household wanted it**
  - Significance Level: 95%
  - 6% (a), 9% (b), 6% (c), 9% (d), 5% (e), 5% (f), 5% (g), 5% (h)
  - 10% (i), 4% (j), 9% (k), 8% (l), 8% (m), **15%** (n)

- **I like/ enjoy all sports**
  - Significance Level: 95%
  - 1% (a), 1% (b), 1% (c), 1% (d), 1% (e), 1% (f), 1% (g), 1% (h)
  - 1% (i), 1% (j), 1% (k), 1% (l), 1% (m), **15%** (n)

- **Other**
  - Significance Level: 95%
  - 5% (a), 6% (b), 8% (c), 3% (d), 6% (e), 6% (f), 6% (g), 6% (h)
  - 3% (i), 10% (j), 5% (k), 5% (l), 5% (m), **5%** (n)

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
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Table 14

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Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mention of any football</td>
<td>MENTION OF PL AND CL</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h</td>
<td>i j k l m n o</td>
</tr>
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<tr>
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<td>642 104 71 110 141 128 12 66 56</td>
<td>640 591 591 49 - 2 51</td>
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<tr>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
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| Columns Tested: a,b,c,d,e,g,h - i,j,k,l,m,n,o

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
### Pay TV Wholesale Must-Offer Review: 1st to 7th October 2014

Q10. (Unprompted) Why does your household get Sky Sports? (Multi Code)

Base: All Sky Sports subscribers (who are responsible for the household television service)

#### Reason for Getting BT Sport

<table>
<thead>
<tr>
<th>Mention of Sport in General</th>
<th>Mention of Particular Sports</th>
<th>Any Mention of Sport in General, But Not Particular Sports</th>
<th>Only Non-Sport Reasons</th>
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<td><strong>Mention of Particular Sports</strong></td>
<td><strong>Any Mention of Sport in General, But Not Particular Sports</strong></td>
<td><strong>Only Non-Sport Reasons</strong></td>
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<td><strong>Total</strong></td>
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<td>71</td>
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#### Awareness Summary

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<th><strong>Aware of Both SS &amp; BTS</strong></th>
<th><strong>Aware of SS But Not BTS</strong></th>
<th><strong>Aware of BTS But Not SS</strong></th>
<th><strong>Not Aware of SS</strong></th>
<th><strong>Not Aware of BTS</strong></th>
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<td>AWARE OF BOTH SS &amp; BTS</td>
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<td>AWARE OF BTS BUT NOT SS</td>
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<td>NOT AWARE OF BTS</td>
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<td>19%</td>
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<td><strong>8%</strong></td>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

### Table 14

#### Reason for Getting BT Sport

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Any Mention of Sport in General</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>Aware of SS</th>
<th>Aware of BTS</th>
<th>Aware of Both SS &amp; BTS</th>
<th>Aware of SS but Not BTS</th>
<th>Aware of BTS but Not SS</th>
<th>Not Aware of SS</th>
<th>Not Aware of BTS</th>
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</thead>
<tbody>
<tr>
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<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
</tr>
<tr>
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<td>68</td>
<td>104</td>
<td>132</td>
<td>119</td>
<td>13</td>
<td>68</td>
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<td>48</td>
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#### Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
## Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (Unprompted) Why does your household get Sky Sports? (Multi Code)

Table 14

Base: All Sky Sports subscribers (who are responsible for the household television service)

### SEC ETHNICITY NATION AGE SEX

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<th>To watch live Premier League football</th>
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<th>26%</th>
<th>25%</th>
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<td>97</td>
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<table>
<thead>
<tr>
<th>To watch other live football competitions</th>
<th>21%</th>
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<th>21%</th>
<th>19%</th>
<th>19%</th>
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<th>19%</th>
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<td>26</td>
<td>26</td>
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<th>15%</th>
<th>18%</th>
<th>12%</th>
<th>12%</th>
<th>12%</th>
<th>184</th>
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</thead>
<tbody>
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<td>16</td>
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<th>17%</th>
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Columns Tested: a,b,c - d,e - f,g,h,i - j,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 14

| Q10. (UNPROUNTED) Why does your household get Sky Sports? (MULTI CODE) |

Base : All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>MINORITY</th>
<th>NATION</th>
<th>NORTHERN</th>
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<td></td>
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<td>o</td>
<td>p</td>
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<td>a</td>
<td>C1C2</td>
<td>b</td>
<td>DE</td>
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<td></td>
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<td>133</td>
<td>300</td>
<td>179</td>
<td>534</td>
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<td>185</td>
<td>319</td>
<td>138</td>
<td>551</td>
<td>91</td>
</tr>
</tbody>
</table>

| To watch live Formula 1 | 115 | 32 | 58 | 25 | 102 | 14 | 99 | ** | ** | ** | 109 | 29 | 51 | 31 | ** | 70 | 46 |
| To watch live coverage of other sports | 58 | 17 | 26 | 15 | 57 | 1 | 56 | ** | ** | ** | 57 | 5 | 25 | 23 | ** | 32 | 26 |
| To watch a wide range of live sports coverage | 134 | 40 | 59 | 35 | 116 | 18 | 115 | ** | ** | ** | 131 | 27 | 54 | 45 | ** | 94 | 41 |
| To watch high quality live sports coverage | 62 | 23 | 27 | 13 | 56 | 6 | 51 | ** | ** | ** | 57 | 13 | 25 | 120 | ** | 45 | 17 |
| Comes with my package | 94 | 23 | 43 | 28 | 79 | 15 | 73 | ** | ** | ** | 86 | 22 | 36 | 30 | ** | 50 | 44 |
| It doesn't cost that much | 10 | 4 | 5 | 1 | 8 | 1 | 10 | ** | ** | ** | 10 | 3 | 2 | 5 | ** | 6 | 4 |

| Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p |

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 14

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base : All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>AGE</th>
<th>SEX</th>
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<td>Total</td>
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<td></td>
<td></td>
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<table>
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<th>ETHNIC GROUP</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>~g</th>
<th>~h</th>
<th>~i</th>
<th>j</th>
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</thead>
<tbody>
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<td>300</td>
<td>179</td>
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<td>46</td>
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<td>50%</td>
<td>22%</td>
<td>86%</td>
<td>14%</td>
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<td>**</td>
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<td>**</td>
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<td>3</td>
<td>5</td>
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<td>Other people in my household wanted it</td>
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<td>11</td>
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<td>46</td>
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<td>**</td>
<td>**</td>
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<td>14</td>
<td>21</td>
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<td>I like/enjoy all sports</td>
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<td>7</td>
<td>1</td>
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<td>**</td>
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Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 14

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Any mention of Sport:

- 536 | 152 | 276 | 108 | 463 | 73 | 456 | 85% | ** | ** | ** | 505 | 129 | 227 | 152 | ** | 355 | 181 |
- 84% | 82% | 87% | 78% | 84% | 80% | 84% | ** | ** | ** | 85% | 78% | 88% | 82% | ** | 90% | 73% |

Any mention of Non-Sport Reasons:

- 151 | 46 | 63 | 42 | 127 | 24 | 122 | 84% | ** | ** | ** | 137 | 37 | 55 | 52 | ** | 63 | 88 |
- 24% | 25% | 20% | 30% | 23% | 26% | 22% | ** | ** | ** | 23% | 22% | 21% | 28% | ** | 16% | 36% |

1 Reason:

- 272 | 84 | 132 | 56 | 231 | 41 | 233 | 85% | ** | ** | ** | 253 | 84 | 98 | 82 | ** | 154 | 119 |
- 42% | 45% | 41% | 41% | 42% | 45% | 43% | ** | ** | ** | 43% | 50% | 38% | 44% | ** | 36% | 48% |

Any mention of Non-Sport Reasons:

- 151 | 46 | 63 | 42 | 127 | 24 | 122 | 84% | ** | ** | ** | 137 | 37 | 55 | 52 | ** | 63 | 88 |
- 24% | 25% | 20% | 30% | 23% | 26% | 22% | ** | ** | ** | 23% | 22% | 21% | 28% | ** | 16% | 36% |

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 14

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. (UNPROMPTED) Why does your household get Sky Sports? (MULTI CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

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<tr>
<th>SEC</th>
<th>ETHNICITY</th>
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Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p
Table 15

PAY TV WHOLESAL MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

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<thead>
<tr>
<th>PAY TV PROVIDER</th>
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Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

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<th>BROADBAND PROVIDER</th>
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Table: Table 15

Unweighted total

Significance Level: 95%

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Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

**Base:** All Sky Sports subscribers (who are responsible for the household television service)

---

### Table 15

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<thead>
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<th>Reason for Getting Sky Sports</th>
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<th>p</th>
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</table>

| Other people in my household wanted it | 43 | 35 | 8 | ** | ** | 43 | - | 21 | 8 | 5 | ** | ** | ** | 21 | 8 | ** |
| I like/enjoy all sports | 8 | 7 | 1 | ** | ** | 8 | - | 4 | 1 | 2 | ** | ** | ** | 4 | 1 | ** |
| Other | 17 | 14 | 3 | ** | ** | 17 | - | 11 | 3 | - | ** | ** | ** | 11 | 3 | ** |
| Don't know | 27 | 21 | 3 | ** | ** | 27 | - | 10 | 3 | 5 | ** | ** | ** | 10 | 2 | ** |
| MENTION OF ANY FOOTBALL | 292 | 233 | 48 | ** | ** | 292 | - | 133 | 63 | 53 | ** | ** | ** | 133 | ** | 46 |
| NO MENTION OF FOOTBALL | 323 | 271 | 46 | ** | ** | 323 | - | 146 | 54 | 58 | ** | ** | ** | 146 | ** | 42 |
| ANY MENTION OF SPORT | 503 | 409 | 78 | ** | ** | 503 | - | 224 | 95 | 101 | ** | ** | ** | 224 | ** | 74 |

Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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**Q11.** (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base : All Sky Sports subscribers (who are responsible for the household television service)

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<th>BUNDLING TV AND BROADBAND</th>
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<td>BT TV &amp; BT BB</td>
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### Significance Level: 95%

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### ANY MENTION OF PARTICULAR SPORTS

#### Significance Level: 95%

#### ANY MENTION OF SPORT IN GENERAL, BUT NOT PARTICULAR SPORTS

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**Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p**
### Table 15

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base : All Sky Sports subscribers (who are responsible for the household television service)

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<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>TOTAL</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td>Sky &amp; Any BB</td>
<td>Sky &amp; &amp; BB</td>
<td>Sky &amp; Virgin BB</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>175</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>To watch live Premier League football</td>
<td>100</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>To watch football generally</td>
<td>23</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>To watch live rugby union</td>
<td>27</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>To watch live golf</td>
<td>17</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
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<td></td>
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</tbody>
</table>

Prepared by Saville Rossiter: Base: 01727 899 399
### Table 15

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>ONLY HAS BT SPORTS APP</strong></td>
</tr>
<tr>
<td><strong>columns tested: a,b,c,d,e,f,g - h,i,k,l,m - n,o,p</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Columns Tested:
- a: SKY TV & ANY BB EXCEPT SKY BB
- b: SKY TV & BB & TT BB
- c: SKY TV & VIRGIN MEDIA BB
- d: SKY TV & OTHER BB & NO BB
- e: SKY TV & NO BB
- f: FREE TO AIR & BT BB
- g: FREE TO AIR & VIRGIN MEDIA & BB
- h: FREE TO AIR & BT TV & NO BB
- i: FREE TO AIR & SKY TV & NO BB
- j: FREE TO AIR & OTHER BB & NO BB
- k: FREE TO AIR & NO NO BB
- l: ONLY HAS BT SPORTS APP
- m: NO BT TV HAS SKY SPORTS
- n: BT TV NO SKY SPORTS
- o: ONLY HAS BT SPORTS APP NO BT TV
- p: NO BT TV NO SKY SPORTS

---

#### Significance Level: 95%

- **Unweighted total**
  - Total: 612
  - Base: All Sky Sports subscribers (who are responsible for the household television service)

#### Base: 01727 899 399

#### Prepared by Saville Rossiter: Base: 01727 899 399
<table>
<thead>
<tr>
<th>Base: All Sky Sports subscribers (who are responsible for the household television service)</th>
</tr>
</thead>
</table>

**Table 15**

### Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td><strong>Significance Level: 95%</strong></td>
<td><strong>Significance Level: 95%</strong></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td><strong>Unweighted total</strong></td>
<td><strong>Unweighted total</strong></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Got money off/ got a good deal</strong></td>
<td><strong>Got money off/ got a good deal</strong></td>
<td><strong>Got money off/ got a good deal</strong></td>
</tr>
<tr>
<td><strong>Other people in my household wanted it</strong></td>
<td><strong>Other people in my household wanted it</strong></td>
<td><strong>Other people in my household wanted it</strong></td>
</tr>
<tr>
<td><strong>I like/ enjoy all sports</strong></td>
<td><strong>I like/ enjoy all sports</strong></td>
<td><strong>I like/ enjoy all sports</strong></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td><strong>Other</strong></td>
<td><strong>Other</strong></td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td><strong>Don't know</strong></td>
<td><strong>Don't know</strong></td>
</tr>
<tr>
<td><strong>MENTION OF ANY FOOTBALL</strong></td>
<td><strong>MENTION OF ANY FOOTBALL</strong></td>
<td><strong>MENTION OF ANY FOOTBALL</strong></td>
</tr>
<tr>
<td><strong>NO MENTION OF FOOTBALL</strong></td>
<td><strong>NO MENTION OF FOOTBALL</strong></td>
<td><strong>NO MENTION OF FOOTBALL</strong></td>
</tr>
<tr>
<td><strong>ANY MENTION OF SPORT</strong></td>
<td><strong>ANY MENTION OF SPORT</strong></td>
<td><strong>ANY MENTION OF SPORT</strong></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter: Base = 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

Table 15

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ANY MENTION OF PARTICULAR SPORTS</strong></td>
<td>** ANY MENTION OF SPORT IN GENERAL, BUT NOT PARTICULAR SPORTS **</td>
<td>** ONLY NON-SPORT REASONS **</td>
</tr>
<tr>
<td>404</td>
<td>642</td>
<td>99</td>
</tr>
<tr>
<td>63%</td>
<td>30%</td>
<td>15%</td>
</tr>
<tr>
<td>71</td>
<td>24</td>
<td>10</td>
</tr>
<tr>
<td>4%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>** **</td>
<td>** **</td>
<td>** **</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
</tr>
<tr>
<td>612</td>
<td>549</td>
<td>642</td>
</tr>
<tr>
<td>181</td>
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<td>194</td>
</tr>
<tr>
<td>101</td>
<td>90</td>
<td>107</td>
</tr>
<tr>
<td>24</td>
<td>21</td>
<td>24</td>
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<td>10</td>
<td>9</td>
<td>8</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
### Table 15: Sports Channel Subscribers

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

<table>
<thead>
<tr>
<th></th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong> All Sky Sports subscribers (who are responsible for the household television service)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
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<td>612</td>
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<td>211</td>
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<td>401</td>
<td>-</td>
<td>560</td>
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<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>549</td>
<td>189</td>
<td>189</td>
<td>360</td>
<td>-</td>
<td>-</td>
<td>502</td>
<td>185</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>642</td>
<td>225</td>
<td>225</td>
<td>417</td>
<td>-</td>
<td>-</td>
<td>586</td>
<td>367</td>
</tr>
<tr>
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<td>175</td>
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<td>32%</td>
<td>25%</td>
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<tr>
<td><strong>To watch live Champions League football</strong></td>
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<tr>
<td><strong>To watch other live football competitions</strong></td>
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<td>7</td>
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<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>To watch football generally</strong></td>
<td>100</td>
<td>36</td>
<td>36</td>
<td>64</td>
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<td>90</td>
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<td>2</td>
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<td>-</td>
<td>23</td>
<td>2</td>
<td>23</td>
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<td>100%</td>
<td>100%</td>
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<td>100%</td>
</tr>
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<td><strong>To watch live rugby union</strong></td>
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<td>15</td>
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<td>25</td>
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<td>7</td>
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<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td><strong>a</strong></td>
</tr>
<tr>
<td><strong>b</strong></td>
</tr>
<tr>
<td><strong>c</strong></td>
</tr>
<tr>
<td><strong>d</strong></td>
</tr>
<tr>
<td><strong>e</strong></td>
</tr>
<tr>
<td><strong>f</strong></td>
</tr>
<tr>
<td><strong>g</strong></td>
</tr>
<tr>
<td><strong>h</strong></td>
</tr>
<tr>
<td><strong>i</strong></td>
</tr>
<tr>
<td><strong>j</strong></td>
</tr>
</tbody>
</table>

Unweighted total: 612
Effective Weighted Sample: 549

**Table 15**

<table>
<thead>
<tr>
<th><strong>Table 15</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPORTS CHANNEL SUBSCRIBERS</strong></td>
</tr>
<tr>
<td><strong>SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

**Columns Tested:** a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base : All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS NOT BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>SKY SPORTS OR BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>642</td>
<td>612</td>
<td>225</td>
<td>225</td>
<td>417</td>
<td>-</td>
<td>586</td>
<td>219</td>
<td>367</td>
<td>642</td>
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<td>57%</td>
<td>100%</td>
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<td>189</td>
<td>189</td>
<td>360</td>
<td>-</td>
<td>560</td>
<td>206</td>
<td>354</td>
<td>612</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>549</td>
<td>189</td>
<td>189</td>
<td>360</td>
<td>-</td>
<td>-</td>
<td>502</td>
<td>185</td>
<td>317</td>
<td>549</td>
</tr>
<tr>
<td>Other people in my household wanted it</td>
<td>43</td>
<td>12</td>
<td>12</td>
<td>31</td>
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<td>37</td>
<td>6</td>
<td>11</td>
<td>26</td>
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<tr>
<td>I like/ enjoy all sports</td>
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<td>7</td>
<td>-</td>
<td>8</td>
<td>1</td>
<td>6</td>
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<td>-</td>
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<td>18</td>
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<td>22</td>
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Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

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Columns Tested: a,b,c,d,e,f,g,h,i,j
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### Significance Level: 95%

- **Unweighted total**
  - Total: 612
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  - Mention of Mention of PL: 261
  - Mention of Mention of CL: 175
  - Mention of No Mention of PL and CL: 170
  - Mention of Any Mention of PL: 231
  - Mention of Any Mention of PL and CL: 510
  - Mention of Sports: 444
  - Mention of Sports: 66
  - Mention of Sports: 79
  - Mention of 1st Reason: 167
  - Mention of 2nd Reason: 11

- **Effective Weighted Sample**
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  - Mention of Mention of PL: 234
  - Mention of Mention of CL: 157
  - Mention of No Mention of PL and CL: 152
  - Mention of Any Mention of PL: 208
  - Mention of Any Mention of PL and CL: 456
  - Mention of Sports: 397
  - Mention of Sports: 60
  - Mention of Sports: 72
  - Mention of 1st Reason: 150
  - Mention of 2nd Reason: 10

### Columns Tested: a, b, c, d, e, f, g, h, i, j, k

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 15

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Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

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<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
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<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
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<td>328</td>
<td>234</td>
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<td>152</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base : All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULAR</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
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<td>b</td>
<td>c</td>
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Significance Level: 95%

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<td>SPORTS</td>
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Table 15

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Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
Table 15

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Significance Level: 95%

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<td>89</td>
<td>61</td>
<td>94</td>
<td>118</td>
<td>107</td>
<td>12</td>
<td>60</td>
<td>48</td>
<td>547</td>
<td>504</td>
<td>504</td>
<td>43</td>
<td>-</td>
<td>2</td>
</tr>
</tbody>
</table>

Total

|       | 642 | 104 | 71 | 110 | 141 | 128 | 12 | 69 | 56 | 640 | 591 | 591 | 49 | - | 2 | 51 |

To watch live Premier League football

|       | 175 | 53 | 51 | 12 | 55 | 54 | 27 | 51% | 7% | 9% | 48 | 100% | 92% | 92% | - | ** | 8% |

To watch live Champions League football

|       | 10 | 2 | 2 | - | 2 | 2 | 2 | 2% | -% | 1% | 1% | ** | -% | 2% | 1% | 1% | ** | -% | ** | 5% |

To watch other football competitions

|       | 7 | 2 | 1 | - | 2 | 2 | ** | 1% | -% | 1% | 2% | ** | -% | 1% | 1% | 1% | ** | -% | ** | 2% |

To watch football generally

|       | 100 | 27 | 2 | 8 | 28 | 27 | ** | 16% | 26% | 8% | 20% | 21% | ** | 11% | -% | 16% | 17% | 17% | ** | -% | ** | 2% |

To watch live cricket

|       | 23 | 1 | 1 | - | 4 | 1 | 1 | 2 | 2 | 1 | 23 | 22 | 22 | - | - | 1% | -% | 1% | 3% | 1% | -% | 1% | 4% | 4% | 4% | -% | -% | 2% |

To watch live rugby union

|       | 27 | - | - | 15 | 12 | 12 | ** | 4% | -% | -% | 13% | 9% | 10% | ** | 3% | -% | 4% | 4% | 4% | ** | -% | ** | 3% | 6% | -% | 54% | 45% | 46% | ** | -% | -% | 6% |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 15

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
</tr>
<tr>
<td></td>
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<tr>
<td>Unweighted total</td>
<td>612</td>
<td>100</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>89</td>
</tr>
<tr>
<td>Total</td>
<td>642</td>
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<tr>
<td>To watch live golf</td>
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<tr>
<td></td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
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<tr>
<td>To watch live Formula1</td>
<td>24</td>
<td>1</td>
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<td>4%</td>
<td>1%</td>
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<tr>
<td></td>
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<tr>
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<td>3%</td>
<td>2%</td>
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<tr>
<td>To watch a wide range of live sports coverage</td>
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<td>7</td>
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<tr>
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<td>7%</td>
</tr>
<tr>
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<td></td>
<td></td>
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<tr>
<td>To watch live sports coverage regularly</td>
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<td>3%</td>
<td>3%</td>
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<tr>
<td>To watch high quality live sports coverage</td>
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<tr>
<td></td>
<td>1%</td>
<td>1%</td>
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<tr>
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</table>

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<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
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<tbody>
<tr>
<td>ANY MENTION OF SPORT IN</td>
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</tr>
<tr>
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</tr>
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<td>Unweighted total</td>
<td>100</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>89</td>
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<tr>
<td>Total</td>
<td>104</td>
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<tr>
<td>Comes with my package</td>
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<td>It doesn’t cost that much</td>
<td>1</td>
</tr>
<tr>
<td>Got money off/ got a good deal</td>
<td>5</td>
</tr>
<tr>
<td>Other people in my household wanted it</td>
<td>43</td>
</tr>
<tr>
<td>I like/ enjoy all sports</td>
<td>8</td>
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<tr>
<td>Other</td>
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<tr>
<td>Don’t know</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o
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<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
</tr>
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<td>------------------------------</td>
<td>-------------------------</td>
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</tr>
<tr>
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<td>b</td>
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<td>Unweighted total</td>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

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<thead>
<tr>
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<th>AWARENESS SUMMARY</th>
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</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
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</tr>
<tr>
<td>OF PLL</td>
<td></td>
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<tr>
<td>Effective Weighted Sample</td>
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<tr>
<td>Total</td>
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Significance Level: 95%

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<th>NATION</th>
<th>AGE</th>
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<th>16-34</th>
<th>35-54</th>
<th>55-74</th>
<th>75+</th>
<th>MALE</th>
<th>FEMALE</th>
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<tbody>
<tr>
<td></td>
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<td>d e f</td>
<td>g h</td>
<td>i j</td>
<td>k l m</td>
<td>n o p</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>612</td>
<td>133</td>
<td>300</td>
<td>179</td>
<td>534</td>
<td>78</td>
<td>516</td>
<td>46</td>
<td>23</td>
<td>27</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>549</td>
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<td>277</td>
<td>172</td>
<td>478</td>
<td>72</td>
<td>465</td>
<td>41</td>
<td>21</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>642</td>
<td>185</td>
<td>319</td>
<td>138</td>
<td>551</td>
<td>91</td>
<td>544</td>
<td>48</td>
<td>31</td>
<td>20</td>
</tr>
</tbody>
</table>

Significance Level: 95%

| To watch live Premier League football | 175 | 42 | 96 | 37 | 147 | 29 | 146 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch live Champions League football | 10 | - | 7 | 3 | 8 | 2 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch other live football competitions | 7 | - | 6 | 2 | 7 | 1 | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch football generally | 100 | 33 | 44 | 23 | 85 | 14 | 86 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch live cricket | 23 | 8 | 12 | 2 | 16 | 7 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch live rugby union | 27 | 12 | 14 | 2 | 24 | 3 | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| To watch live golf | 17 | 5 | 10 | 1 | 17 | - | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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<td>ENGLAND</td>
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<td></td>
<td>IRELAND</td>
<td>WALES</td>
<td>SCOT LAND</td>
</tr>
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Significance Level: 95%

Unweighted total

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<th>C1C2</th>
<th>DE</th>
<th>WHITE</th>
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<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>16-34</th>
<th>35-54</th>
<th>55-74</th>
<th>75+</th>
<th>MALE</th>
<th>FEMALE</th>
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</thead>
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<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td>612</td>
<td>133</td>
<td>300</td>
<td>179</td>
<td>534</td>
<td>78</td>
<td>516</td>
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<td>566</td>
<td>146</td>
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Effective Weighted Sample

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<th>C1C2</th>
<th>DE</th>
<th>WHITE</th>
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<th>SCOTLAND</th>
<th>WALES</th>
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<th>16-34</th>
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<td>134</td>
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To watch live Formula1

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<th>Base</th>
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<th>Female</th>
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<td>To watch live coverage of other sports</td>
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<td>13</td>
</tr>
<tr>
<td>To watch live coverage regularly</td>
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<td>8</td>
<td>16</td>
</tr>
<tr>
<td>To watch high quality live sports coverage</td>
<td>8</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Comes with my package</td>
<td>46</td>
<td>9</td>
<td>22</td>
</tr>
<tr>
<td>It doesn't cost that much</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
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<th>NATION</th>
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<th>NOT SCOTLAND</th>
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<td>AB a</td>
<td>C1C2 b</td>
<td>DE c</td>
<td>WHITE d</td>
<td>ETHNIC GROUP e</td>
<td>ENGLAND f</td>
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<td>Unweighted total</td>
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<td>133</td>
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<tr>
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<td>125</td>
<td>277</td>
<td>172</td>
<td>478</td>
<td>72</td>
</tr>
<tr>
<td>Total</td>
<td>642</td>
<td>185</td>
<td>319</td>
<td>138</td>
<td>551</td>
<td>91</td>
</tr>
<tr>
<td>Got money off/get a good deal</td>
<td>5</td>
<td>-</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>1</td>
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<tr>
<td>Other people in my household wanted it</td>
<td>43</td>
<td>17</td>
<td>17</td>
<td>8</td>
<td>37</td>
<td>6</td>
</tr>
<tr>
<td>I like/enjoy all sports</td>
<td>8</td>
<td>2</td>
<td>6</td>
<td>1</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Mention of any football</td>
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<td>No mention of football</td>
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<td>71</td>
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Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

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### Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014

Q11. (UNPROMPTED) And which is your main reason for getting Sky Sports? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
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<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
<th>MALE</th>
<th>FEMALE</th>
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<td>Total</td>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
<td>WHITE</td>
<td>ENGLISH</td>
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<td>72</td>
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<td>319</td>
<td>138</td>
<td>551</td>
<td>91</td>
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Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

### Table 16

<table>
<thead>
<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA BT TV</td>
<td>TALK TV ANY PAY TV</td>
<td>FREE TO AIR</td>
</tr>
<tr>
<td></td>
<td>SKY MEDIA BT</td>
<td>TALK TV OTHER NONE</td>
<td>SKY TV &amp; SKY BB BT TV BT BB &amp; TT BB</td>
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<td></td>
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<td>k l m n o p</td>
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<td>59 58 102 2</td>
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<td>55 94 199 4 6 7</td>
<td>55 53 92 2</td>
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<td>Total</td>
<td>440 190 115 65 2 372 67</td>
<td>66 112 241 4 8 7</td>
<td>66 65 109 2</td>
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<tr>
<td>To watch live Premier League football</td>
<td>113 56 26 17 ** 100 13</td>
<td>26 23 54 ** ** ** 26 17 23 **</td>
<td></td>
</tr>
<tr>
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<td>39% 21% 23% ** ** ** 39% 26% 21% **</td>
<td></td>
</tr>
<tr>
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<td>50% 23% 15% ** 89% 11%</td>
<td>23% 20% 48% ** ** ** 23% 15% 20% **</td>
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</tr>
<tr>
<td>To watch live FA Cup football</td>
<td>55 25 16 8 ** 49 6</td>
<td>10 14 27 ** ** ** 10 8 14 **</td>
<td></td>
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<tr>
<td></td>
<td>30% 13% 13% 12% ** 13% 9%</td>
<td>16% 13% 11% ** ** ** 16% 12% 13% **</td>
<td></td>
</tr>
<tr>
<td></td>
<td>46% 26% 14% ** 88% 12%</td>
<td>19% 25% 49% ** ** ** 19% 14% 25% **</td>
<td></td>
</tr>
<tr>
<td>To watch other live football competitions</td>
<td>39 21 10 4 ** 34 4</td>
<td>10 8 17 ** ** ** 10 4 8 **</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9% 11% 8% 6% ** 9% 7%</td>
<td>15% 7% 7% ** ** ** 15% 6% 8% **</td>
<td></td>
</tr>
<tr>
<td></td>
<td>53% 25% 10% ** 89% 11%</td>
<td>26% 21% 43% ** ** ** 26% 10% 21% **</td>
<td></td>
</tr>
<tr>
<td>To watch football generally</td>
<td>86 38 27 14 ** 80 6</td>
<td>19 25 36 ** ** ** 19 14 25 **</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20% 24% 21% ** 21% 9%</td>
<td>28% 23% 15% ** ** ** 28% 21% 23% **</td>
<td></td>
</tr>
<tr>
<td></td>
<td>44% 32% 16% ** 93% 7%</td>
<td>22% 29% 42% ** ** ** 22% 16% 29% **</td>
<td></td>
</tr>
<tr>
<td>To watch live rugby union</td>
<td>41 22 8 6 ** 37 4</td>
<td>12 7 20 ** ** ** 12 6 7 **</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9% 12% 7% 10% ** 10% 6%</td>
<td>18% 6% 8% ** ** ** 18% 10% 7% **</td>
<td></td>
</tr>
<tr>
<td></td>
<td>56% 20% 15% ** 91% 9%</td>
<td>29% 18% 49% ** ** ** 29% 15% 18% **</td>
<td></td>
</tr>
<tr>
<td>To watch live coverage of other sports</td>
<td>8 1 2 4 ** 7 1</td>
<td>- 3 5 ** ** ** - 4 2 **</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2% 2% 7% ** 2% 1%</td>
<td>-% 3% 2% ** ** ** -% 7% 2% **</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12% 25% 56% ** 93% 7%</td>
<td>-% 37% 63% ** ** ** -% 56% 25% **</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY Media</td>
<td>BT TV</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>177</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>160</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>190</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>43%</td>
<td>26%</td>
</tr>
</tbody>
</table>

To watch a wide range of live sports coverage

- 7% of respondents said they watch BT Sport for this reason.

To watch live sports coverage regularly

- 5% of respondents said they watch BT Sport for this reason.

To watch high quality live sports coverage

- 4% of respondents said they watch BT Sport for this reason.

Comes with my broadband/TV package/Free

- 42% of respondents said they watch BT Sport for this reason.

It doesn't cost that much

- 2% of respondents said they watch BT Sport for this reason.

Got money off/ got a good deal

- 2% of respondents said they watch BT Sport for this reason.

Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA BT TV</td>
<td>SKY &amp; SKY BB</td>
</tr>
<tr>
<td></td>
<td>TALK TALK FREE</td>
<td>BT BB &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td>ANY TV FREE TO AIR</td>
<td>TV &amp; TV &amp; BB</td>
</tr>
<tr>
<td></td>
<td>VIRGIN MEDIA BT</td>
<td>SKY MEDIA TV &amp;</td>
</tr>
<tr>
<td></td>
<td>TALK OTHER NONE</td>
<td>VIRGIN MEDIA BB &amp;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TT TV &amp; TT BB</td>
</tr>
<tr>
<td>Total</td>
<td>408</td>
<td>177</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>177</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>160</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>190</td>
</tr>
</tbody>
</table>

Column Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

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Table 16

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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

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<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
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<tr>
<td></td>
<td>TALK TALK TALK</td>
<td>ANY PAY TV TO AIR</td>
</tr>
<tr>
<td>Provider</td>
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<tr>
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<td>70%</td>
<td>50%</td>
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<tr>
<td>VIRGIN</td>
<td>90%</td>
<td>80%</td>
</tr>
<tr>
<td>MEDIA TV</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>BT TV</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>TALK</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>TV</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>ANY MENTION OF SPORT</td>
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<tr>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
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<td>**</td>
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<tr>
<td>ANY MENTION OF SPORT IN GENERAL, BUT NOT PARTICULAR SPORTS</td>
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<td>**</td>
</tr>
<tr>
<td>ONLY NON-SPORT REASONS</td>
<td>**</td>
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</tr>
<tr>
<td>ANY MENTION OF SPORT IN GENERAL</td>
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<tr>
<td>ANY MENTION OF NON-SPORT REASONS</td>
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<td>1 REASON</td>
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Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p

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<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA TV</td>
<td>SKY &amp; SKY BB</td>
</tr>
<tr>
<td></td>
<td>TV &amp; BT BB</td>
<td>BB &amp; TT BB</td>
</tr>
<tr>
<td></td>
<td>Virgin Media TV</td>
<td>Virgin Media TV &amp; BB</td>
</tr>
<tr>
<td></td>
<td>FREE TO AIR</td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
<td>ANY PAY TV</td>
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</tr>
<tr>
<td>Base</td>
<td>Total</td>
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<tr>
<td></td>
<td>Total</td>
<td>Effective Weighted Sample</td>
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<tr>
<td></td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Significant Level: 95%</td>
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</tbody>
</table>

Unweighted total

Effective Weighted Sample

Total

<table>
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<th>2 REASONS</th>
<th>3 REASONS</th>
<th>4 REASONS</th>
<th>5+ REASONS</th>
</tr>
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<tbody>
<tr>
<td>408</td>
<td>367</td>
<td>440</td>
<td>43%</td>
</tr>
<tr>
<td>177</td>
<td>160</td>
<td>190</td>
<td>26%</td>
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<td>110</td>
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</tr>
<tr>
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<td>5</td>
<td>13</td>
<td>**</td>
</tr>
<tr>
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<td>3</td>
<td>8</td>
<td>**</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>5</td>
<td>**</td>
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Columns Tested: a,b,c,d,e,f - g,h,i,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>Father &amp;new</strong></td>
<td><strong>Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)</strong></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>408</td>
<td>110</td>
<td>101</td>
</tr>
<tr>
<td>Effectively Weighted Sample</td>
<td></td>
<td></td>
</tr>
<tr>
<td>367</td>
<td>99</td>
<td>91</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>440</td>
<td>117</td>
<td>107</td>
</tr>
</tbody>
</table>
| 27% | 24% | ** ** ** **

To watch a wide range of live sports coverage

<table>
<thead>
<tr>
<th><strong>To watch a wide range of live sports coverage</strong></th>
<th><strong>To watch football generally</strong></th>
<th><strong>To watch live Premier League football</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>To watch a wide range of live sports coverage</strong></td>
<td><strong>To watch football generally</strong></td>
<td><strong>To watch live Premier League football</strong></td>
</tr>
<tr>
<td>27%</td>
<td>** ** ** **</td>
<td>** ** ** **</td>
</tr>
<tr>
<td>9%</td>
<td>** ** ** **</td>
<td>** ** ** **</td>
</tr>
<tr>
<td>** ** ** **</td>
<td>** ** ** **</td>
<td>** ** ** **</td>
</tr>
<tr>
<td>22%</td>
<td>** ** ** **</td>
<td>** ** ** **</td>
</tr>
<tr>
<td>9%</td>
<td>** ** ** **</td>
<td>** ** ** **</td>
</tr>
<tr>
<td>** ** ** **</td>
<td>** ** ** **</td>
<td>** ** ** **</td>
</tr>
<tr>
<td>27%</td>
<td>** ** ** **</td>
<td>** ** ** **</td>
</tr>
<tr>
<td>9%</td>
<td>** ** ** **</td>
<td>** ** ** **</td>
</tr>
<tr>
<td>** ** ** **</td>
<td>** ** ** **</td>
<td>** ** ** **</td>
</tr>
</tbody>
</table>

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#### SOLUS TV

<table>
<thead>
<tr>
<th>SKY TV &amp; ANY BB</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKY TV &amp; OTHER</td>
<td>FREE TO TV &amp; BB</td>
<td>ONLY HAS BT SPORT APP</td>
</tr>
<tr>
<td>&amp; NO BB</td>
<td>FREE TO TV &amp; NO BB</td>
<td>NO BT TV NO</td>
</tr>
<tr>
<td>SKY TV &amp; TO AIR</td>
<td>FREE TO TV</td>
<td>SKY SPORTS</td>
</tr>
<tr>
<td>MEDIA &amp; OTHER</td>
<td>TV &amp; BB</td>
<td>HELD</td>
</tr>
<tr>
<td>SKY TV &amp; BB</td>
<td>SKY SPORTS</td>
<td></td>
</tr>
<tr>
<td>&amp; NO BB</td>
<td>ONLY HAS BT SPORT APP</td>
<td></td>
</tr>
<tr>
<td>FREE TO TV &amp; NO BB</td>
<td>NO BT TV NO</td>
<td></td>
</tr>
<tr>
<td>FREE TO TV &amp; NO BB</td>
<td>SKY SPORTS</td>
<td></td>
</tr>
<tr>
<td>FREE TO TV &amp; NO BB</td>
<td>ONLY HAS BT SPORT APP</td>
<td></td>
</tr>
<tr>
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<td>ONLY HAS BT SPORT APP</td>
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<td>SKY SPORTS</td>
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<tr>
<td>FREE TO TV &amp; NO BB</td>
<td>ONLY HAS BT SPORT APP</td>
<td></td>
</tr>
<tr>
<td>FREE TO TV &amp; NO BB</td>
<td>NO BT TV NO</td>
<td></td>
</tr>
<tr>
<td>FREE TO TV &amp; NO BB</td>
<td>SKY SPORTS</td>
<td></td>
</tr>
<tr>
<td>FREE TO TV &amp; NO BB</td>
<td>ONLY HAS BT SPORT APP</td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

- **Unweighted total**: 408
- **Effective Weighted Sample**: 367
- **Total**: 440

#### Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
### Table 16

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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY</td>
<td>FREE TO</td>
</tr>
<tr>
<td></td>
<td>EXCEPT SKY BB</td>
<td>AIR &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td>b</td>
<td>h</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408   110 101 102</td>
<td>60 - - - -</td>
</tr>
<tr>
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<td>367    99 91 2</td>
<td>53 - - - -</td>
</tr>
<tr>
<td>Total</td>
<td>440 117 107 2</td>
<td>67 - - - -</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

- **To watch MotoGP/ Motorcycle racing:**
  - 7 1 1 ** **
  - 2% 1% 1% ** **
  - 1% -% -% -% -% -% 1% ** 2%

- **Other:**
  - 20 6 6 ** **
  - 5% 5% 6% ** **
  - 3% -% -% -% -% -% 4% ** 4%

- **Don’t know:**
  - 26 7 5 ** **
  - 6% 6% 4% ** **
  - 5% -% -% -% -% -% 4% ** 4%

- **MENTION OF ANY FOOTBALL:**
  - 160 36 32 ** **
  - 36% 31% 30% ** **
  - 24% -% -% -% -% -% 25% ** 22%

- **NO MENTION OF FOOTBALL:**
  - 254 75 71 ** **
  - 58% 64% 66% ** **
  - 18% -% -% -% -% -% 19% ** 25%

- **ANY MENTION OF SPORT:**
  - 220 58 49 ** **
  - 50% 50% 46% ** **
  - 33% -% -% -% -% -% 36% ** 34%

- **ANY MENTION OF PARTICULAR SPORTS:**
  - 196 48 39 ** **
  - 45% 40% 37% ** **
  - 29% -% -% -% -% -% 29% ** 26%

- **ANY MENTION OF SPORT IN GENERAL, BUT NOT PARTICULAR SPORTS:**
  - 24 12 10 ** **
  - 5% 10% 10% ** **
  - 5% -% -% -% -% -% 8% ** 8%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY BB</td>
<td>FREE TO AIR &amp; BB</td>
</tr>
<tr>
<td></td>
<td>EXCEPT SKY BB &amp; Sky TV &amp; Virgin Media TV &amp; NOT Virgin Media BB</td>
<td>BB &amp; SKY TV &amp; Virgin Media TV &amp; NOT Virgin Media BB</td>
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<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>110</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>99</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>117</td>
</tr>
<tr>
<td>27% 24%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>ONLY NON-SPORT REASONS</td>
<td>181</td>
<td>48</td>
</tr>
<tr>
<td>41% 41%</td>
<td>45%</td>
<td>**</td>
</tr>
<tr>
<td>ANY MENTION OF SPORT IN GENERAL</td>
<td>50</td>
<td>16</td>
</tr>
<tr>
<td>11% 14%</td>
<td>13%</td>
<td>**</td>
</tr>
<tr>
<td>ANY MENTION OF NON-SPORT REASONS</td>
<td>208</td>
<td>51</td>
</tr>
<tr>
<td>47% 44%</td>
<td>48%</td>
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</tr>
<tr>
<td>1 REASON</td>
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</tr>
<tr>
<td>71% 75%</td>
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<tr>
<td>2 REASONS</td>
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<td>11</td>
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<td>12% 10%</td>
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<td>**</td>
</tr>
<tr>
<td>3 REASONS</td>
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</tr>
<tr>
<td>2% 2%</td>
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</tr>
<tr>
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<td>6</td>
</tr>
<tr>
<td>5% 5%</td>
<td>6%</td>
<td>**</td>
</tr>
<tr>
<td>5+ REASONS</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>4% 2%</td>
<td>2%</td>
<td>**</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
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<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>220</td>
<td>316</td>
<td>211</td>
<td>9</td>
<td>105</td>
<td>83</td>
<td>214</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>197</td>
<td>284</td>
<td>189</td>
<td>8</td>
<td>95</td>
<td>75</td>
<td>192</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>233</td>
<td>336</td>
<td>225</td>
<td>8</td>
<td>111</td>
<td>96</td>
<td>226</td>
</tr>
</tbody>
</table>

**To watch live Premier League football**

- 113 (26%)
- 71 (30%)
- 95 (53%)
- 68 (51%)
- 27 (24%)
- 16 (16%)
- 69 (31%)
- 67 (30%)
- 97 (28%)

**To watch live FA Cup football**

- 55 (12%)
- 34 (15%)
- 46 (57%)
- 32 (44%)
- 13 (12%)
- 106 (59%)
- 33 (14%)
- 31 (14%)
- 47 (14%)

**To watch other live football competitions**

- 39 (9%)
- 26 (62%)
- 32 (83%)
- 25 (59%)
- 7 (24%)
- 18 (14%)
- 75 (63%)
- 60 (61%)
- 86 (10%)

**To watch football generally**

- 86 (20%)
- 57 (25%)
- 73 (22%)
- 56 (25%)
- 17 (15%)
- 12 (13%)
- 56 (25%)
- 55 (25%)
- 74 (22%)

**To watch live rugby union**

- 41 (9%)
- 31 (13%)
- 35 (10%)
- 30 (14%)
- 5 (4%)
- 5 (5%)
- 28 (5%)
- 27 (12%)
- 36 (12%)

**To watch live coverage of other sports**

- 8 (2%)
- 5 (12%)
- 2 (1%)
- 2 (1%)
- 5 (4%)
- 1 (4%)
- 1 (1%)
- 1 (1%)
- 2 (1%)

**To watch a wide range of live sports coverage**

- 29 (7%)
- 16 (7%)
- 23 (7%)
- 16 (7%)
- 7 (6%)
- 6 (6%)
- 16 (7%)
- 16 (7%)
- 23 (7%)

Columns Tested: a,b,c,d,e,f,g,h,i,j

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<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORTS</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
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<tr>
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<tr>
<td>Unweighted total</td>
<td>408</td>
<td>220</td>
<td>316</td>
<td>211</td>
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<td>105</td>
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<td>214</td>
</tr>
<tr>
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<td>367</td>
<td>197</td>
<td>284</td>
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<td>192</td>
</tr>
<tr>
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<td>440</td>
<td>233</td>
<td>336</td>
<td>225</td>
<td>8</td>
<td>111</td>
<td>96</td>
<td>226</td>
</tr>
<tr>
<td>To watch live sports coverage regularly</td>
<td>22</td>
<td>13</td>
<td>17</td>
<td>13</td>
<td>**</td>
<td>4</td>
<td>5</td>
<td>13</td>
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<td>6%</td>
<td>5%</td>
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<td>**</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
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<tr>
<td></td>
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<td>23%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>To watch high quality live sports coverage</td>
<td>19</td>
<td>13</td>
<td>16</td>
<td>13</td>
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<td>3</td>
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<td>85%</td>
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<td>15%</td>
<td>15%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Comes with my broadband/TV package/Free</td>
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<td>127</td>
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<td>69%</td>
<td>33%</td>
<td>**</td>
<td>33%</td>
<td>29%</td>
<td>33%</td>
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<tr>
<td>It doesn’t cost that much</td>
<td>8</td>
<td>4</td>
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<td>**</td>
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<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>57%</td>
<td>40%</td>
<td>**</td>
<td>17%</td>
<td>34%</td>
<td>49%</td>
<td>40%</td>
</tr>
<tr>
<td>Got money off/ got a good deal</td>
<td>8</td>
<td>7</td>
<td>8</td>
<td>7</td>
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<td>1</td>
<td>1</td>
<td>7</td>
</tr>
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<td></td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>**</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>86%</td>
<td>93%</td>
<td>86%</td>
<td>**</td>
<td>7%</td>
<td>7%</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Doesn’t require a subscription to other channels</td>
<td>6</td>
<td>3</td>
<td>3</td>
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<td>**</td>
<td>-3</td>
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<td>3</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>**</td>
<td>-5%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>58%</td>
<td>56%</td>
<td>56%</td>
<td>**</td>
<td>-5%</td>
<td>44%</td>
<td>56%</td>
<td>56%</td>
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<tr>
<td>Other people in my household wanted it</td>
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<td>11</td>
<td>12</td>
<td>11</td>
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<td>1</td>
<td>1</td>
<td>11</td>
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<tr>
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<td>3%</td>
<td>5%</td>
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<td>80%</td>
<td>91%</td>
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<td>11%</td>
<td>9%</td>
<td>80%</td>
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</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j
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<table>
<thead>
<tr>
<th>Sports Channel Subscribers</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
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<td>76%</td>
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<td>284</td>
<td>189</td>
<td>8</td>
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<td>75</td>
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<td>233</td>
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<td>111</td>
<td>96</td>
<td>226</td>
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<td>To watch MotoGP/ Motorcycle racing</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 16

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)**

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
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<td>b</td>
<td>c</td>
<td>~d</td>
<td>e</td>
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<td>197</td>
<td>284</td>
<td>189</td>
<td>8</td>
<td>95</td>
<td>75</td>
<td>192</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td>225</td>
<td>8</td>
<td>111</td>
<td>96</td>
<td>226</td>
</tr>
<tr>
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<td>18</td>
<td>12</td>
<td>**</td>
<td>5</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>**</td>
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<td>7%</td>
<td>5%</td>
</tr>
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<td>73%</td>
<td>52%</td>
<td>**</td>
<td>22%</td>
<td>27%</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td><strong>ONLY NON-SPORT REASONS</strong></td>
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<td>41%</td>
<td>30%</td>
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<td>**</td>
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<td>55%</td>
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<tr>
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<td>67%</td>
<td>69%</td>
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<td>75%</td>
<td>77%</td>
<td>67%</td>
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<td>28</td>
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<td>13%</td>
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<td>8</td>
<td>2</td>
<td>**</td>
<td>6</td>
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<td>2%</td>
<td>1%</td>
<td>3%</td>
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<td>7%</td>
<td>6%</td>
<td>7%</td>
<td>**</td>
<td>5%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>67%</td>
<td>67%</td>
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<td>67%</td>
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<td>24%</td>
<td>9%</td>
<td>67%</td>
<td>67%</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014

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Q12. (unprompted) Why does your household get BT Sport? (Multi Code)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

Table 16

<table>
<thead>
<tr>
<th></th>
<th>Sky Sports</th>
<th>BT Sport</th>
<th>Sky Sports and BT Sport</th>
<th>Sky Sports but not BT Sport</th>
<th>BT Sport but not Sky Sports</th>
<th>Neither Sky Sports nor BT Sport</th>
<th>Sky Sports 1/2 and BT Sport</th>
<th>Sky Sports 1/2 but not BT Sport</th>
<th>Either Sky Sports or BT Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>408</td>
<td>220</td>
<td>316</td>
<td>211</td>
<td>9</td>
<td>105</td>
<td>83</td>
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<td>206</td>
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<td>284</td>
<td>189</td>
<td>8</td>
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<td>13%</td>
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Significance level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)**

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SPORT IN GENERAL BUT NOT PARTICULAR</td>
<td>SPORTS REASONS</td>
<td>REASONS</td>
<td>REASONS</td>
</tr>
<tr>
<td></td>
<td>ONLY NON-SPORT</td>
<td>PL AS MAIN REASON</td>
<td>CL AS MAIN REASON</td>
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<table>
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<th>Total</th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
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<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
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</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>143</td>
<td>109</td>
<td>80</td>
<td>79</td>
<td>72</td>
<td>190</td>
<td>165</td>
<td>25</td>
<td>20</td>
<td>68</td>
<td>3</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>127</td>
<td>97</td>
<td>71</td>
<td>70</td>
<td>66</td>
<td>170</td>
<td>147</td>
<td>23</td>
<td>18</td>
<td>61</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>149</td>
<td>116</td>
<td>83</td>
<td>82</td>
<td>78</td>
<td>202</td>
<td>175</td>
<td>27</td>
<td>20</td>
<td>73</td>
<td>3</td>
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</tbody>
</table>

- Significance Level: 95%
- Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Column Breakdown:
- **Any mention of football**
- **Any mention of Premier League (PL)**
- **Any mention of Champions League (CL)**
- **Any mention of Particular Sport**
- **Any mention of Particular Sport in general but not particular**
- **Any mention of Non-Sport Reasons**
- **PL as main reason**
- **CL as main reason**

**To watch live Premier League football**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To watch live Premier League football</td>
<td>113</td>
<td>26%</td>
</tr>
<tr>
<td>To watch live FA Cup football</td>
<td>55</td>
<td>12%</td>
</tr>
<tr>
<td>To watch other live football competitions</td>
<td>39</td>
<td>9%</td>
</tr>
<tr>
<td>To watch football generally</td>
<td>86</td>
<td>20%</td>
</tr>
<tr>
<td>To watch live rugby union</td>
<td>41</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k
Table 16

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General but Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL l</td>
<td>MENTION OF PL AND CL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>143</td>
<td>109</td>
<td>79</td>
<td>72</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>127</td>
<td>71</td>
<td>70</td>
<td>66</td>
</tr>
<tr>
<td>Total</td>
<td>149</td>
<td>83</td>
<td>82</td>
<td>78</td>
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</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General but Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
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<td>MENTION OF PL AND CL</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>Total</td>
<td>34%</td>
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<tr>
<td>To watch live coverage of other sports</td>
<td>2%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>To watch a wide range of live sports coverage</td>
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<td>7%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>To watch live sports coverage regularly</td>
<td>5%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>To watch high quality live sports coverage</td>
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<td>7%</td>
<td>7%</td>
<td>7%</td>
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<tr>
<td>Comes with my broadband/TV package/Free</td>
<td>41%</td>
<td>33%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>It doesn't cost that much</td>
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<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)**

**Base : All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)**

Table 16

### REASON FOR GETTING SKY SPORTS

<table>
<thead>
<tr>
<th>Mention of Any Football</th>
<th>Mention of PL</th>
<th>Mention of CL</th>
<th>Mention of PL and CL</th>
<th>No Mention of Football</th>
<th>Any Mention of Sport</th>
<th>Any Mention of Particular Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
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<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>143</td>
<td>80</td>
<td>79</td>
<td>72</td>
<td>190</td>
<td>165</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>127</td>
<td>97</td>
<td>71</td>
<td>66</td>
<td>170</td>
<td>147</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>149</td>
<td>116</td>
<td>83</td>
<td>82</td>
<td>202</td>
<td>175</td>
<td>27</td>
<td>20</td>
</tr>
</tbody>
</table>

Significance Level: 95%

| Got money off/ got a good deal | 8 | 4 | 4 | 1 | 1 | 3 | 6 | 6 | ** | ** | 2 | ** |
| Doesn't require a subscription to other channels | 6 | 1 | 1 | 1 | 1 | 3 | 3 | 3 | ** | ** | ** | - |
| Other people in my household wanted it | 13 | 4 | 4 | 4 | 4 | 6 | 4 | 4 | ** | ** | 2 | ** |
| To watch MotoGP/ Motorcycle racing | 7 | - | - | - | - | 2 | - | - | ** | ** | - | ** |
| Other | 20 | 4 | 4 | 2 | 2 | 6 | 8 | 5 | ** | ** | 1 | ** |
| Don't know | 26 | 10 | 9 | 8 | 8 | 5 | 10 | 10 | ** | ** | 8 | ** |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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<table>
<thead>
<tr>
<th>MENTION OF ANY FOOTBALL</th>
<th>ANY MENTION OF SPORT</th>
<th>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULAR SPORTS</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>408</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 16

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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
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<th>MENTION OF</th>
<th>MENTION OF</th>
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<td>OF PL</td>
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<td>70</td>
<td>66</td>
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<td>79</td>
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<td>190</td>
<td>165</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>29</td>
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<td>-</td>
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<td>-</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>1</td>
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</tr>
<tr>
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<td>13</td>
<td>-</td>
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<td>16</td>
<td>**</td>
</tr>
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| Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
</tr>
</thead>
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<tr>
<td>MENTION OF ANY FOOTBALL</td>
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</tr>
<tr>
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</tr>
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<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
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<td>5+ REASONS</td>
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Table 16

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Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
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<tbody>
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<tr>
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<td>OF PL</td>
<td>FOOTBALL</td>
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<td>137</td>
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<tr>
<td>Total</td>
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<td>160</td>
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<tr>
<td>To watch live Premier League football</td>
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<td>71%</td>
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<td>acde</td>
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<tr>
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<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>To watch live FA Cup football</td>
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<tr>
<td>To watch football generally</td>
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Columns Tested: a,b,c,d,e,f,g - i,j,k,l,m,n,o

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Table 16

Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
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<td>AWARE OF SS</td>
</tr>
<tr>
<td></td>
<td>ANY MENTION OF SPORT</td>
<td>AWARE OF BTS</td>
</tr>
<tr>
<td></td>
<td>GENERAL</td>
<td>AWARE OF BOTH SS &amp; BTS</td>
</tr>
<tr>
<td></td>
<td>ONLY NON-SPORT REASONS</td>
<td>AWARE OF SS BUT NOT BTS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>AWARE OF BTS BUT NOT SS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NOT AWARE OF SS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NOT AWARE OF BTS</td>
</tr>
<tr>
<td>Total</td>
<td>a b c d e f g h</td>
<td>i j k l m n o</td>
</tr>
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<td>408 154 109 232 208 185 23 166 78</td>
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<td>367 137 97 210 186 165 21 140 70</td>
<td>363 363 359 5 4 4 5 5</td>
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<tr>
<td>Total</td>
<td>440 160 113 254 220 196 24 181 82</td>
<td>436 435 432 5 4 4 5 5</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

| To watch live coverage of other sports | 8 3 2 5 8 4 4 ** -% -% 2% 2% 2% ** ** ** |
| To watch a wide range of live sports coverage | 29 12 11 17 29 13 ** - 5 28 27 26 ** ** ** |
| To watch live sports coverage regularly | 22 10 8 12 22 14 ** - 4 22 20 20 ** ** ** |
| To watch high quality live sports coverage | 19 14 11 5 19 15 ** - 3 19 17 17 ** ** ** |
| Comes with my broadband/TV package/Free | 184 20 18 163 23 22 ** 161 7 183 183 182 ** ** ** |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

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<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
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<th>AWARENESS SUMMARY</th>
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<tbody>
<tr>
<td></td>
<td>TOTAL</td>
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<tr>
<td>Total</td>
<td>440 160 113 254 220 196 24 181 82</td>
<td>436 435 432 5 4 4 5</td>
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<td>It doesn't cost that much</td>
<td>8 2 2 7 2 4 2 **</td>
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<td>Got money off/ got a good deal</td>
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<td>4 1</td>
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<td>Doesn't require a subscription to other channels</td>
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<tr>
<td>Other people in my household wanted it</td>
<td>13 4 3 9 5 4 4 **</td>
<td>8 3</td>
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<td>To watch MotoGP/ Motorcycle racing</td>
<td>7 - - 7 7 7 7 **</td>
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Table 16

**Table: REASON FOR GETTING BT SPORT**

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<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF PARTICULAR SPORTS</th>
<th>ANY MENTION OF SPORT</th>
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<th>PL AS MAIN REASON</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
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<th>NOT AWARE OF BTS</th>
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Significance Level: 95%

Unweighted total: 408

Effective Weighted Sample: 367

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 16

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

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<th>AWARENESS SUMMARY</th>
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Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>AWARE OF BTS BUT NOT SS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
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<td>PL AS MAIN REASON</td>
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<td>AWARE OF BTS</td>
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</table>

Unweighted total

| 408 | 154 | 109 | 232 | 208 | 185 | 23 | 166 | 78 | 403 | 403 | 398 | 5 | 5 | 5 | 5 |

Effective Weighted Sample

| 367 | 137 | 97 | 210 | 186 | 165 | 21 | 140 | 70 | 363 | 363 | 359 | 5 | 4 | 4 | 5 |

Total

| 440 | 160 | 113 | 254 | 220 | 196 | 24 | 181 | 82 | 436 | 435 | 432 | 5 | 4 | 4 | 5 |

**4 REASONS**

| 23 | 23 | 23 | 23 | ** | 14 | 23 | 23 | 23 | ** | ** | ** | ** | ** | ** |

**5+ REASONS**

| 18 | 18 | 18 | 18 | ** | 10 | 18 | 16 | 16 | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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<th>NATION</th>
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<td>137</td>
<td>230</td>
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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base : All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
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| Table 16 |

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Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p
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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

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Columns Tested: a, b, c - d, e, f, g, h, i, j, k, l, m, n, o, p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base : All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORThER</th>
<th>AGE</th>
<th>SEX</th>
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<tbody>
<tr>
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<td>N Ireland</td>
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<td>16-34</td>
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<td>Total</td>
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<td><strong>b</strong></td>
<td><strong>c</strong></td>
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<td>212</td>
<td>94</td>
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<td>367</td>
<td>95</td>
<td>196</td>
<td>90</td>
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<tr>
<td></td>
<td>Total</td>
<td>440</td>
<td>137</td>
<td>230</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>31%</td>
<td>52%</td>
<td>17%</td>
<td>91%</td>
<td><strong>81%</strong></td>
</tr>
<tr>
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<td>24</td>
<td>5</td>
<td>16</td>
<td>3</td>
<td>22</td>
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<tr>
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<td>4%</td>
<td>7%</td>
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<td>5%</td>
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<tr>
<td>ONLY NON-SPORT REASONS</td>
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<td>29</td>
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<td>41%</td>
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<td>42%</td>
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<td>13</td>
<td>28</td>
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<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
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<tr>
<td>ANY MENTION OF NON-SPORT REASONS</td>
<td>208</td>
<td>66</td>
<td>105</td>
<td>37</td>
<td>197</td>
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<td>47%</td>
<td>48%</td>
<td>45%</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>1 REASON</td>
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<td>166</td>
<td>46</td>
<td>293</td>
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<td>71%</td>
<td>72%</td>
<td>72%</td>
<td>64%</td>
<td>73%</td>
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<td>2 REASONS</td>
<td>52</td>
<td>12</td>
<td>29</td>
<td>11</td>
<td>46</td>
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<tr>
<td>3 REASONS</td>
<td>8</td>
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<td>3</td>
<td>1</td>
<td>7</td>
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<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>4 REASONS</td>
<td>23</td>
<td>6</td>
<td>12</td>
<td>5</td>
<td>16</td>
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<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>4%</td>
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Columns Tested: a,b,c - d,e - f,g,h,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q12. (UNPROMPTED) Why does your household get BT Sport? (MULTI CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
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<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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</thead>
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<td></td>
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<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>95</td>
<td>196</td>
<td>90</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>137</td>
<td>230</td>
<td>73</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

Prepared by Saville Rossiter: 01727 899 399
Table 17

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base : All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA BT TV</td>
<td>SKY TV &amp; SKY BB</td>
</tr>
<tr>
<td></td>
<td>TALK TV ANY PAY TV FREE TO AIR</td>
<td>BT TALK OTHER NONE</td>
</tr>
<tr>
<td></td>
<td>SKY MEDIA BT TALK TV</td>
<td>VIRGIN MEDIA TV &amp; TT TV</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>a b c d e f g h i j k l m n o p</td>
<td>a b c d e f</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408 177 110 58 2 347 60 59 105 221 4 7 8</td>
<td>59 58 102 2</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367 160 98 53 2 313 53 55 94 199 4 6 7</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>440 190 115 65 2 372 67 66 112 241 4 8 7 66 65 109 2</td>
<td></td>
</tr>
<tr>
<td>To watch live Premier League football</td>
<td>82 42 21 10 ** 75 8 18 18 38 ** ** ** 18 10 18 **</td>
<td></td>
</tr>
<tr>
<td>19%</td>
<td>22% 18% 16% ** 20% 12% 28% 16% 12% ** ** ** 28% 16% 17% **</td>
<td></td>
</tr>
<tr>
<td>To watch live FA Cup football</td>
<td>4 1 2 1 ** 3 1 - 2 3 ** ** ** - 1 2 **</td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td>20% 38% 14% ** 72% 28% -% 30% 62% ** ** ** - 14% 38% **</td>
<td></td>
</tr>
<tr>
<td>To watch other live football competitions</td>
<td>4 2 1 - ** 3 1 2 1 1 ** ** ** 2 - 1 **</td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td>62% 23% -% ** 85% 15% 45% 23% 15% ** ** ** 45% - 23% **</td>
<td></td>
</tr>
<tr>
<td>To watch football generally</td>
<td>47 21 17 6 ** 43 4 12 16 18 ** ** ** 12 6 16 **</td>
<td></td>
</tr>
<tr>
<td>11%</td>
<td>11% 15% 9% ** 12% 6% 18% 15% 7% ** ** ** 18% 9% 15% **</td>
<td></td>
</tr>
<tr>
<td>To watch live rugby union</td>
<td>24 11 6 4 ** 22 2 4 6 12 ** ** ** 4 4 6 **</td>
<td></td>
</tr>
<tr>
<td>5%</td>
<td>48% 27% 18% ** 93% 7% 18% 27% 51% ** ** ** 18% 18% 27% **</td>
<td></td>
</tr>
<tr>
<td>To watch live coverage of other sports</td>
<td>6 1 1 4 ** 6 - - 2 4 ** ** ** - 4 1 **</td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td>16% 23% 61% ** 100% -% -% 39% 61% ** ** ** - 61% 23% **</td>
<td></td>
</tr>
<tr>
<td>To watch a wide range of live sports coverage</td>
<td>17 12 1 4 ** 17 1 3 3 11 ** ** ** 3 4 1 **</td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td>66% 9% 20% ** 95% 5% 18% 17% 65% ** ** ** 18% 20% 9% **</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 17
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>SKY</strong></td>
<td><strong>VIRGIN MEDIA</strong></td>
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<tr>
<td><strong>Significance Level: 95%</strong></td>
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</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>367</td>
<td>160</td>
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<td><strong>Total</strong></td>
<td>440</td>
<td>190</td>
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<tr>
<td><strong>Columns Tested:</strong></td>
<td>a,b,c,d,e,f-g,h,i,k,l-m,n,o,p</td>
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</tr>
</tbody>
</table>
Table 17

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PAY TV PROVIDER

<table>
<thead>
<tr>
<th></th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TALK TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TALK</th>
<th>OTHER</th>
<th>NONE</th>
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</thead>
<tbody>
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<td>59</td>
<td>105</td>
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<tr>
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<td>160</td>
<td>98</td>
<td>53</td>
<td>2</td>
<td>313</td>
<td>53</td>
<td>55</td>
<td>94</td>
<td>199</td>
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</table>

To watch MotoGP/ Motorcycle racing

<table>
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<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TALK TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TALK</th>
<th>OTHER</th>
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<td>183</td>
<td>42</td>
<td>20</td>
<td>65</td>
<td>135</td>
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</table>

ALL Unweighted samples tested at the 95% confidence level.

### Tested at the 95% confidence level.

Table 17

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<th></th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TALK TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
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<td>186</td>
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<td>45</td>
<td>54</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>105</td>
<td>52</td>
<td>27</td>
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<td>183</td>
<td>20</td>
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Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 17

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base: All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY</td>
<td>FREE TO AIR &amp; SKY TV &amp; NOT FREE TO AIR &amp; SKY TV &amp; NOT FREE TO AIR &amp; SKY TV &amp; NOT FREE TO AIR &amp; SKY TV &amp; NOT FREE TO AIR &amp; SKY TV &amp; NOT</td>
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<tr>
<td></td>
<td>EXCEPT BB</td>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Total a</td>
<td>sky bb b</td>
<td><del>c</del>d<del>e</del>f~g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>110</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>99</td>
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<tr>
<td>Total</td>
<td>440</td>
<td>117</td>
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<tr>
<td>Significance Level: 95%</td>
<td></td>
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</tr>
<tr>
<td>To watch live Premier League football</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>To watch live FA Cup football</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>To watch football generally</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>To watch live rugby union</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>To watch live coverage of other sports</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>To watch a wide range of live sports coverage</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 17

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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<table>
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<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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<tbody>
<tr>
<td><strong>Total</strong></td>
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<td><strong>Effective Weighted Sample</strong></td>
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<td><strong>Total</strong></td>
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<tr>
<td><strong>To watch live sports coverage regularly</strong></td>
<td>****</td>
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<tr>
<td><strong>To watch high quality live sports coverage</strong></td>
<td>****</td>
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<tr>
<td><strong>Comes with my broadband/TV package/Free</strong></td>
<td>****</td>
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<tr>
<td><strong>It doesn't cost that much</strong></td>
<td>****</td>
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<tr>
<td><strong>Got money off/ got a good deal</strong></td>
<td>****</td>
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<tr>
<td><strong>Doesn't require a subscription to other channels</strong></td>
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<tr>
<td><strong>Other people in my household wanted it</strong></td>
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<th>BT SPORT APP</th>
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<tr>
<td><strong>Unweighted total</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
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<td><strong>Base : All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)</strong></td>
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<thead>
<tr>
<th>SKY TV &amp; ANY BB</th>
<th>SKY TV &amp;,&amp; BB</th>
<th>SKY TV &amp; VIRGIN MEDIA &amp; OTHER BB</th>
<th>SKY TV &amp; NO BB</th>
<th>VIRGIN MEDIA TV &amp; NOT BB</th>
<th>FREE TO AIR &amp; BT BB</th>
<th>FREE TO AIR &amp; SKY BB</th>
<th>FREE TO AIR &amp; OTHER BB</th>
<th>FREE TO AIR &amp; NO BB</th>
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<td><strong>~d</strong></td>
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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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<th>BT SPORT APP</th>
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<td><strong>SOLUS TV</strong></td>
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<td><strong>BT SPORT APP</strong></td>
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<td><strong>ONLY NON-SPORT REASONS</strong></td>
<td><strong>BT SPORT APP</strong></td>
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<td><strong>ANY MENTION OF SPORT IN GENERAL</strong></td>
<td><strong>ANY MENTION OF NON-SPORT REASONS</strong></td>
<td><strong>BT SPORT APP</strong></td>
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</table>

Prepared by Saville Rossiter: 01727 899 399

Table 17

Significance Level: 95%

<table>
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<th>Total</th>
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<th>Effective Weighted Sample</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>408</td>
<td>440</td>
<td>367</td>
<td>440</td>
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ANY MENTION OF SPORT IN GENERAL:

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 17

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

### SPORTS CHANNEL SUBscribers

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Significance Level: 95%

Table 17

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

To watch live sports coverage regularly

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To watch high quality live sports coverage

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Comes with my broadband/TV package/Free

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Got money off/ got a good deal

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Doesn't require a subscription to other channels

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Other people in my household wanted it

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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
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Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base : All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

**SPORTS CHANNEL SUBSCRIBERS**

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
<th>Total</th>
<th>SKY SPORTS</th>
<th>BT SPORTS AND BT SPORTS NOT BT SPORT</th>
<th>SKY SPORTS NOT BT SPORT</th>
<th>BT SPORTS NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
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</thead>
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<tr>
<td>Unweighted total</td>
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<td>220</td>
<td>316</td>
<td>211</td>
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<td>105</td>
<td>83</td>
<td>111</td>
<td>96</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>197</td>
<td>264</td>
<td>189</td>
<td>8</td>
<td>95</td>
<td>75</td>
<td>85</td>
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<td>Total</td>
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<td>8</td>
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To watch MotoGP/ Motorcycle racing

<table>
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<th>SKY SPORTS</th>
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Don't know

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<th>NEITHER SKY SPORTS NOR BT SPORT</th>
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<td>226</td>
<td>219</td>
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</tbody>
</table>

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**Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)**

Base : All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Table 17</th>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Unweighted total</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
</tr>
<tr>
<td>ANY MENTION OF SPORT IN GENERAL, BUT NOT PARTICULAR SPORTS</td>
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</tr>
<tr>
<td>ONLY NON-SPORT REASONS</td>
<td>190</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 17

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Base: All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

#### Table 17

**Reason for Getting Sky Sports**

<table>
<thead>
<tr>
<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF PL</th>
<th>MENTION OF CL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULAR</th>
<th>ONLY NON-SPORT</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
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<tr>
<td>Mention of PL only</td>
<td>a</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of CL only</td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of PL AND CL</td>
<td>c</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
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<td>d</td>
<td></td>
<td></td>
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<tr>
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<td>Total</td>
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<tr>
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<td>408</td>
<td>143</td>
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<td>18%</td>
<td>46%</td>
<td>40%</td>
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</table>

**To watch live Premier League football**

| Mention of PL only      | a             |               |                        |                                                  |               |                   |                   |
| Mention of CL only      | b             |               |                        |                                                  |               |                   |                   |
| Mention of PL AND CL   | c             |               |                        |                                                  |               |                   |                   |
| No mention of PL OR CL | d             |               |                        |                                                  |               |                   |                   |
| Total                   | Total         |               |                        |                                                  |               |                   |                   |
| Unweighted total        | 82            | 54            | 39                     | 39                                               | 2             | 56                | 54                |
| Effective Weighted Sample| 76            | 53            | 39                     | 39                                               | 2             | 56                | 54                | **                | **             | 48              | **              |
| Total                   | 102           | 77            | 78                     | 78                                               | 202           | 175               | 175               | **                | **             | **              | **              |
| Significance Level: 95% | 19%           | 36%           | 47%                    | 47%                                               | 3%            | 29%               | 31%               | **                | **             | **              | **              |

**To watch live FA Cup football**

| Mention of PL only      | a             |               |                        |                                                  |               |                   |                   |
| Mention of CL only      | b             |               |                        |                                                  |               |                   |                   |
| Mention of PL AND CL   | c             |               |                        |                                                  |               |                   |                   |
| No mention of PL OR CL | d             |               |                        |                                                  |               |                   |                   |
| Total                   | Total         |               |                        |                                                  |               |                   |                   |
| Unweighted total        | 4             | 1             | -                      | -                                                | 1             | 1                 | **                |
| Effective Weighted Sample| 4             | 1             | -                      | -                                                | 1             | 1                 | **                | **                | **             |
| Total                   | 4             | 1             | -                      | -                                                | 1             | 1                 | **                | **                | **             |
| Significance Level: 95% | 1%            | 1%            | -%                     | -%                                               | %             | %                 | **                | **                | **             | 1%              | **              |

**To watch other live football competitions**

| Mention of PL only      | a             |               |                        |                                                  |               |                   |                   |
| Mention of CL only      | b             |               |                        |                                                  |               |                   |                   |
| Mention of PL AND CL   | c             |               |                        |                                                  |               |                   |                   |
| No mention of PL OR CL | d             |               |                        |                                                  |               |                   |                   |
| Total                   | Total         |               |                        |                                                  |               |                   |                   |
| Unweighted total        | 4             | 1             | -                      | -                                                | 2             | 2                 | 1                 |
| Effective Weighted Sample| 4             | 1             | -                      | -                                                | 2             | 2                 | 1                 | **                | **             | **              |
| Total                   | 4             | 1             | -                      | -                                                | 2             | 2                 | 1                 | **                | **             | **              |
| Significance Level: 95% | 1%            | %             | -%                     | -%                                               | 2%            | %                 | **                | **                | **             | -%              | **              |

**To watch football generally**

| Mention of PL only      | a             |               |                        |                                                  |               |                   |                   |
| Mention of CL only      | b             |               |                        |                                                  |               |                   |                   |
| Mention of PL AND CL   | c             |               |                        |                                                  |               |                   |                   |
| No mention of PL OR CL | d             |               |                        |                                                  |               |                   |                   |
| Total                   | Total         |               |                        |                                                  |               |                   |                   |
| Unweighted total        | 47            | 31            | 11                     | 10                                               | 10            | 2                  | 33                |
| Effective Weighted Sample| 47            | 31            | 11                     | 10                                               | 10            | 2                  | 33                | **                | **             | 3%              | **              |
| Total                   | 111           | 90            | 12%                    | 12%                                               | 2%            | 16%               | 18%               | **                | **             | **              | 4%              | **              |
| Significance Level: 95% | 11%           | 21%           | 9%                     | 12%                                               | 2%            | 16%               | 18%               | **                | **             | **              | **              | **              |

**To watch live rugby union**

| Mention of PL only      | a             |               |                        |                                                  |               |                   |                   |
| Mention of CL only      | b             |               |                        |                                                  |               |                   |                   |
| Mention of PL AND CL   | c             |               |                        |                                                  |               |                   |                   |
| No mention of PL OR CL | d             |               |                        |                                                  |               |                   |                   |
| Total                   | Total         |               |                        |                                                  |               |                   |                   |
| Unweighted total        | 24            | 3             | 3                      | 2                                               | 15            | 18                 | 17                |
| Effective Weighted Sample| 24            | 3             | 3                      | 2                                               | 15            | 18                 | 17                | **                | **             | 1%              | **              |
| Total                   | 24            | 3             | 3                      | 2                                               | 15            | 18                 | 17                | **                | **             | 1%              | **              |
| Significance Level: 95% | 5%            | 2%            | 3%                     | 2%                                               | 19%           | 9%                 | 10%               | **                | **             | 1%              | **              |

**To watch live coverage of other sports**

| Mention of PL only      | a             |               |                        |                                                  |               |                   |                   |
| Mention of CL only      | b             |               |                        |                                                  |               |                   |                   |
| Mention of PL AND CL   | c             |               |                        |                                                  |               |                   |                   |
| No mention of PL OR CL | d             |               |                        |                                                  |               |                   |                   |
| Total                   | Total         |               |                        |                                                  |               |                   |                   |
| Unweighted total        | 6             | 1             | 1                      | -                                               | -             | -                  | 1                 |
| Effective Weighted Sample| 6             | 1             | 1                      | -                                               | -             | -                  | 1                 | **                | **             | 1%              | **              |
| Total                   | 6             | 1             | 1                      | -                                               | -             | -                  | 1                 | **                | **             | 1%              | **              |
| Significance Level: 95% | 1%            | 1%            | -%                     | -%                                               | %             | %                 | **                | **                | **             | **              | **              |

**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k

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### Table 17

**REASON FOR GETTING SKY SPORTS**

<table>
<thead>
<tr>
<th>Reason</th>
<th>UNPROMPTED</th>
<th>ANY MENTION OF</th>
<th>Sport in General</th>
<th>But Not Particular</th>
<th>Only Non-Sport</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
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<tr>
<td>To watch a wide range of live sports coverage</td>
<td>17</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>6</td>
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<tr>
<td>To watch live sports coverage regularly</td>
<td>7</td>
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<td>2</td>
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<td>To watch high quality live sports coverage</td>
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<td>1</td>
</tr>
<tr>
<td>Got money off/got a good deal</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
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<td>3</td>
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<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL As Main Reason</th>
<th>CL As Main Reason</th>
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<td>19%</td>
<td>19%</td>
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<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>9</td>
<td>2</td>
<td>2</td>
<td>2</td>
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<tr>
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<td>7</td>
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<td>-</td>
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<td>Other</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

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| Any Mention of Sport in General, But Not Particular Sports | 7% | 3% | 1% | -

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

Table 17

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Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Significance Level: 95%

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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

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<th>AWARENESS SUMMARY</th>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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### REASON FOR GETTING BT SPORT

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### To watch live coverage of other sports

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### To watch a wide range of live sports coverage

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### To watch live sports coverage regularly

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### To watch high quality live sports coverage

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<th>Effective Weighted Sample</th>
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### Comes with my broadband/TV package/Free

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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
Table 17

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### REASON FOR GETTING BT SPORT

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<th>AWARE OF BTS</th>
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<th>AWARE OF BTS BUT NOT SS</th>
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<th>NOT AWARE OF BTS</th>
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<td>d</td>
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**Columns Tested:** a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
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Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

### Table 17

#### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
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</tr>
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<tbody>
<tr>
<td></td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY MENTION OF FOOTBALL</td>
<td></td>
</tr>
<tr>
<td>MENTION OF PL</td>
<td></td>
</tr>
<tr>
<td>NO MENTION OF FOOTBALL</td>
<td></td>
</tr>
<tr>
<td>ANY MENTION OF GENERAL</td>
<td></td>
</tr>
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<tr>
<td>ONLY NON-SPORT REASONS</td>
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<tr>
<td>AWARE OF SS</td>
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<td>AWARE OF BTS</td>
<td></td>
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<tr>
<td>AWARE OF BOTH SS &amp; BTS</td>
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</tr>
<tr>
<td>AWARE OF SS BUT NOT BTS</td>
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<td>NOT AWARE OF SS</td>
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<tr>
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<th>ANY MENTION OF PARTICULAR SPORTS</th>
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<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN GENERAL, BUT NOT PARTICULAR SPORTS</th>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base: All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

### Table 17

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Any Mention of Sport in General</th>
<th>Only Non-Sport Reasons</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
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<td>Mention of Any Football</td>
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<td>c</td>
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Columns Tested: a,b,c,d,e,f,g - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base: All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

Table 17

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

To watch live Premier League football

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<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
<td>ENGLAND</td>
<td>SCOT</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
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<tr>
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To watch live FA Cup football

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<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
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<td>16%</td>
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<td>6%</td>
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<tr>
<td></td>
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<td>4%</td>
<td>96%</td>
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<td>86%</td>
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<tr>
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<td>To watch live coverage of other sports</td>
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<tr>
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<td>-</td>
<td>6</td>
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Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 17

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Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base : All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

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<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td>AB</td>
<td>C1C2</td>
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</tr>
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<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WHITE</td>
<td>MINORITY</td>
<td>ENGLAND</td>
<td>SCOT LAND</td>
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<td>102</td>
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<td>Effective Weighted Sample</td>
<td>367</td>
<td>95</td>
<td>196</td>
<td>90</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>137</td>
<td>230</td>
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Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 17

Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base : All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
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<th>SEC</th>
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<td>LAND</td>
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<td>NORTHER</td>
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<tr>
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</table>

Significance Level: 95%

To watch MotoGp/ Motorcycle racing

Other

Don't know

MENTION OF ANY FOOTBALL

NO MENTION OF FOOTBALL

ANY MENTION OF SPORT

ANY MENTION OF PARTICULAR SPORTS

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

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Q13. (UNPROMPTED) And which is your main reason for getting BT Sport? (SINGLE CODE)

Base : All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
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</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>102</td>
<td>212</td>
<td>94</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
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<td>196</td>
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<td>Total</td>
<td>440</td>
<td>137</td>
<td>230</td>
<td>73</td>
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Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 18

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)

<table>
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<tr>
<th>Base: All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)</th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td><strong>Total</strong></td>
<td><strong>SKY</strong></td>
<td><strong>VIRGIN MEDIA</strong></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>408</td>
<td>177</td>
<td>110</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>367</td>
<td>160</td>
<td>98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>440</td>
<td>190</td>
<td>115</td>
</tr>
<tr>
<td><strong>Didn't do anything/ BT Sport came as part of your existing TV or broadband package</strong></td>
<td>162</td>
<td>45</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>37%</td>
<td>24%</td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td>** 28%</td>
<td>41%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Renewed your BT Broadband contract and got BT Sport</strong></td>
<td>52</td>
<td>23</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>** 45%</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Switched/ upgraded your broadband and got BT Sport</strong></td>
<td>49</td>
<td>22</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>** 45%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Switched your pay TV and got BT Sport</strong></td>
<td>13</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>** 25%</td>
<td>20%</td>
<td>49%</td>
</tr>
<tr>
<td><strong>Started a new subscription to pay TV including BT Sport</strong></td>
<td>25</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>** 51%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Upgraded your existing TV package to include BT Sport</strong></td>
<td>49</td>
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<td>16</td>
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<tr>
<td></td>
<td>11%</td>
<td>13%</td>
<td>14%</td>
</tr>
</tbody>
</table>

| Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p | 51% | 33% | 12% | ** 98% | 2% | 28% | 33% | 34% | ** ** ** | 28% | 12% | 33% | ** |

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>SKY MEDIA</td>
<td>BT TV</td>
</tr>
<tr>
<td>significance level: 95%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>177</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>160</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>190</td>
</tr>
<tr>
<td>43%</td>
<td>26%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Table 18**

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

| Table 18 |  
|------------------|------------------|
| **Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)** |  
| **Base:** All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service) |  
| **Columns Tested:** a,b,c,d,e,f,g - h,i,k,l - n,o,p |  

### SOLUS TV

<table>
<thead>
<tr>
<th><strong>Sky TV &amp; Any BB</strong></th>
<th><strong>Sky TV &amp; Sky Media BB</strong></th>
<th><strong>Sky TV &amp; Sky TV BB</strong></th>
<th><strong>Virgin Media TV &amp; Not Sky Media BB</strong></th>
<th><strong>Virgin Media BB</strong></th>
<th><strong>Free to Air &amp; BT BB</strong></th>
<th><strong>Free to Air &amp; Virgin Media BB</strong></th>
<th><strong>Free to Air &amp; Sky BB</strong></th>
<th><strong>Free to Air &amp; Other BB</strong></th>
<th><strong>Free to Air &amp; No BB</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>a</strong></td>
<td><strong>b</strong></td>
<td><strong>c</strong></td>
<td><strong>d</strong></td>
<td><strong>e</strong></td>
<td><strong>f</strong></td>
<td><strong>g</strong></td>
<td><strong>h</strong></td>
<td><strong>i</strong></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>408</td>
<td>110</td>
<td>101</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>6</td>
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<td>60</td>
</tr>
<tr>
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<td><strong>Total</strong></td>
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<td>107</td>
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<td>3</td>
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<td>5</td>
<td>7</td>
<td>67</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td>27%</td>
<td>24% **</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15% **</td>
</tr>
<tr>
<td><strong>Didn't do anything/ BT Sport came as part of your existing TV or broadband package</strong></td>
<td>162</td>
<td>33</td>
<td>31</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>32</td>
</tr>
<tr>
<td><strong>Renewed your BT Broadband contract and got BT Sport</strong></td>
<td>52</td>
<td>20</td>
<td>20</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>14</td>
</tr>
<tr>
<td><strong>Switched/ upgraded your broadband and got BT Sport</strong></td>
<td>49</td>
<td>22</td>
<td>20</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9</td>
</tr>
<tr>
<td><strong>Switched your pay TV and got BT Sport</strong></td>
<td>13</td>
<td>3</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
</tr>
<tr>
<td><strong>Started a new subscription to pay TV including BT Sport</strong></td>
<td>25</td>
<td>6</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
</tr>
<tr>
<td><strong>Upgraded your existing TV package to include BT Sport</strong></td>
<td>49</td>
<td>10</td>
<td>10</td>
<td>**</td>
<td>**</td>
<td>**</td>
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<td>1</td>
</tr>
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<td><strong>Columns Tested:</strong> a,b,c,d,e,f,g - h,i,k,l - n,o,p</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)

**Table 18**

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>ONLY HAS BT SPORT APP NO BT TV HAS SKY SPORTS SKY MEDIA ONLY HAS BT SPORT APP NO BT TV NO SKY MEDIA ONLY HAS BT SPORT APP NO BT TV NO SKY MEDIA BT SPORT ONLY HAS BT SPORT APP NO BT TV NO SKY MEDIA</td>
</tr>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; OTHER TV</strong></td>
<td><strong>SKY TV &amp; NO BB</strong></td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>110</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>99</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>117</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total:
- Added BT Sport to my TV service for an extra charge per month: 53
- TOTAL DID NOTHING/ RENEWED CONTRACT: 214
- TOTAL SWITCHED BROADBAND OR TV SERVICE: 62
- TOTAL ADDED TO MY TV SERVICE: 126
- Don't know: 38

Columns Tested: a,b,c,d,e,f,g - h,i,k,l,m - n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)

Base : All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORTS</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>220</td>
<td>316</td>
<td>211</td>
<td>9</td>
<td>105</td>
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<td>189</td>
<td>8</td>
<td>95</td>
<td>75</td>
<td>192</td>
<td>185</td>
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<tr>
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<td>440</td>
<td>233</td>
<td>336</td>
<td>225</td>
<td>8</td>
<td>111</td>
<td>96</td>
<td>226</td>
<td>219</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Didn’t do anything/ BT Sport came as part of your existing TV or broadband package

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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<tbody>
<tr>
<td>Total</td>
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<td>118</td>
<td>76</td>
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<tr>
<td>Unweighted</td>
<td>37%</td>
<td>34%</td>
<td>35%</td>
<td>34%</td>
<td>**</td>
<td>38%</td>
<td>43%</td>
<td>34%</td>
<td>34%</td>
<td>**</td>
</tr>
<tr>
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<td>73%</td>
<td>47%</td>
<td>**</td>
<td>26%</td>
<td>25%</td>
<td>47%</td>
<td>46%</td>
<td>**</td>
<td>75%</td>
</tr>
<tr>
<td>Total</td>
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<td>18</td>
<td>17</td>
<td>17</td>
<td>17</td>
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</tr>
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<td>7%</td>
<td>10%</td>
<td>8%</td>
<td>**</td>
<td>16%</td>
<td>16%</td>
<td>7%</td>
<td>8%</td>
<td>**</td>
</tr>
<tr>
<td>Effective</td>
<td>32%</td>
<td>67%</td>
<td>32%</td>
<td>**</td>
<td>35%</td>
<td>33%</td>
<td>32%</td>
<td>32%</td>
<td>**</td>
<td>67%</td>
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</table>

Renewed your BT Broadband contract and got BT Sport

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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<tr>
<td>Total</td>
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<td>24</td>
<td>31</td>
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<td>**</td>
</tr>
<tr>
<td>Unweighted</td>
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<td>10%</td>
<td>9%</td>
<td>10%</td>
<td>**</td>
<td>8%</td>
<td>16%</td>
<td>9%</td>
<td>9%</td>
<td>**</td>
</tr>
<tr>
<td>Effective</td>
<td>49%</td>
<td>63%</td>
<td>45%</td>
<td>**</td>
<td>18%</td>
<td>32%</td>
<td>43%</td>
<td>40%</td>
<td>**</td>
<td>68%</td>
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</table>

Switched/ upgraded your broadband and got BT Sport

<table>
<thead>
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<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
</tr>
</thead>
<tbody>
<tr>
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<td>13</td>
<td>4</td>
<td>12</td>
<td>4</td>
<td>**</td>
<td>9</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>**</td>
</tr>
<tr>
<td>Unweighted</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>**</td>
<td>8%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>**</td>
</tr>
<tr>
<td>Effective</td>
<td>27%</td>
<td>94%</td>
<td>27%</td>
<td>**</td>
<td>67%</td>
<td>6%</td>
<td>27%</td>
<td>27%</td>
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<td>94%</td>
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Switched your pay TV and got BT Sport

<table>
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<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>25</td>
<td>10</td>
<td>21</td>
<td>10</td>
<td>**</td>
<td>11</td>
<td>3</td>
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<td>10</td>
<td>**</td>
</tr>
<tr>
<td>Unweighted</td>
<td>6%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td>**</td>
<td>10%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
<td>**</td>
</tr>
<tr>
<td>Effective</td>
<td>42%</td>
<td>86%</td>
<td>42%</td>
<td>**</td>
<td>44%</td>
<td>14%</td>
<td>42%</td>
<td>42%</td>
<td>**</td>
<td>86%</td>
</tr>
</tbody>
</table>

Started a new subscription to pay TV including BT Sport

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>49</td>
<td>34</td>
<td>46</td>
<td>34</td>
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<td>12</td>
<td>2</td>
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<td>**</td>
</tr>
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<td>Unweighted</td>
<td>11%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>**</td>
<td>11%</td>
<td>3%</td>
<td>15%</td>
<td>16%</td>
<td>**</td>
</tr>
<tr>
<td>Effective</td>
<td>71%</td>
<td>95%</td>
<td>71%</td>
<td>**</td>
<td>24%</td>
<td>5%</td>
<td>71%</td>
<td>71%</td>
<td>**</td>
<td>95%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)**

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>SKY SPORTS</th>
<th>BT SPORT AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>OTHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>440</td>
<td>233</td>
<td>336</td>
<td>225</td>
<td>8</td>
<td>111</td>
<td>96</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>220</td>
<td>316</td>
<td>211</td>
<td>9</td>
<td>105</td>
<td>83</td>
</tr>
<tr>
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<td>197</td>
<td>284</td>
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<td>8</td>
<td>95</td>
<td>75</td>
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<td><strong>Total</strong></td>
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<td>336</td>
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<td>284</td>
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<td>8</td>
<td>95</td>
<td>75</td>
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<td><strong>Added BT Sport to my TV service for an extra charge per month</strong></td>
<td>53</td>
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<td>112</td>
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<td>29</td>
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<td>28</td>
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Significance Level: 95%

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<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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</thead>
<tbody>
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<td></td>
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<td>316</td>
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<td>83</td>
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<td>95</td>
<td>75</td>
<td>192</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

### REASON FOR GETTING SKY SPORTS

<table>
<thead>
<tr>
<th>Reason</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Didn't do anything/ BT Sport came as part of your existing TV or broadband package</td>
<td>408</td>
<td>367</td>
<td>440</td>
</tr>
<tr>
<td>Renewed your BT Broadband contract and got BT Sport</td>
<td>162</td>
<td>127</td>
<td>252</td>
</tr>
<tr>
<td>Switched/ upgraded your broadband and got BT Sport</td>
<td>49</td>
<td>12</td>
<td>61</td>
</tr>
<tr>
<td>Switched your pay TV and got BT Sport</td>
<td>25</td>
<td>24</td>
<td>49</td>
</tr>
<tr>
<td>Started a new subscription to pay TV including BT Sport</td>
<td>25</td>
<td>8</td>
<td>33</td>
</tr>
<tr>
<td>Upgraded your existing TV package to include BT Sport</td>
<td>49</td>
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<td>73</td>
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<table>
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<th>Mention of PL</th>
<th>Mention of CL</th>
<th>Mention of PL and CL</th>
<th>No Mention of Football</th>
<th>Any Mention of Sport</th>
<th>Any Mention of Particular PL</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>34%</td>
<td>6%</td>
<td>19%</td>
<td>19%</td>
<td>18%</td>
<td>46%</td>
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<td>**</td>
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<tr>
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<td>19%</td>
<td>18%</td>
<td>46%</td>
<td>40%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>34%</td>
<td>6%</td>
<td>19%</td>
<td>19%</td>
<td>18%</td>
<td>46%</td>
<td>40%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base: 01727 899 399
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Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

### Table 18

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention Of</th>
<th>Mention of Any Football</th>
<th>Mention of PL</th>
<th>Mention of CL</th>
<th>Mention of PL and CL</th>
<th>No Mention of Football</th>
<th>Any Mention of Sport</th>
<th>Sports Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
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<tr>
<td>Unweighted total</td>
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<td>143</td>
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<td>72</td>
<td>190</td>
<td>165</td>
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<td>127</td>
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<td>70</td>
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</tr>
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<td>202</td>
<td>175</td>
<td>27</td>
<td>20</td>
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<tr>
<td>Added BT Sport to my TV service for an extra charge per month</td>
<td>53</td>
<td>19</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td>20</td>
<td>30</td>
<td>25</td>
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<td>**</td>
</tr>
<tr>
<td>Total</td>
<td>214</td>
<td>64</td>
<td>54</td>
<td>38</td>
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<td>28</td>
<td>88</td>
<td>79</td>
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<td>**</td>
</tr>
<tr>
<td>TOTAL DID NOTHING/ RENEWED CONTRACT</td>
<td>49%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>35%</td>
<td>44%</td>
<td>45%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>TOTAL SWITCHED BROADBAND OR TV SERVICE</td>
<td>62</td>
<td>17</td>
<td>17</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>26</td>
<td>20</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>TOTAL ADDED TO MY TV SERVICE</td>
<td>126</td>
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<td>27</td>
<td>32</td>
<td>74</td>
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<td>**</td>
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</tbody>
</table>
| Columns Tested: abcdedfghijkl
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)

Base: All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
<th>ANY MENTION OF体育 in</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>AWARE OF BTS BUT NOT SS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
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</thead>
<tbody>
<tr>
<td>MENTION OF FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
<td>HAVE ONLY NON-SPORT REASONS</td>
<td>PL AS MAIN REASON</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>36%</td>
<td>26%</td>
<td>58%</td>
<td>50%</td>
<td>45%</td>
<td>**</td>
<td>41%</td>
<td>19%</td>
<td>99%</td>
<td>99%</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>109</td>
<td>232</td>
<td>208</td>
<td>185</td>
<td>23</td>
<td>166</td>
<td>78</td>
<td>403</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>137</td>
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<td>210</td>
<td>186</td>
<td>165</td>
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<td>140</td>
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<td>363</td>
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<td>Total</td>
<td>440</td>
<td>160</td>
<td>113</td>
<td>254</td>
<td>220</td>
<td>196</td>
<td>24</td>
<td>181</td>
<td>82</td>
<td>436</td>
</tr>
</tbody>
</table>

Didn't do anything/ BT Sport came as part of your existing TV or broadband package

| | abd | e | h | g | f | d | c | b | a | | |
| 162 | 42 | 29 | 118 | 62 | 53 | ** | 92 | 23 | 161 | 162 | 161 | ** | ** | ** | ** |
| 37% | 26% | 25% | 46% | 28% | 27% | ** | 51% | 28% | 37% | 37% | 37% | ** | ** | ** | ** |

Renewed your BT Broadband contract and got BT Sport

| | abd | e | h | g | f | d | c | b | a | | |
| 52 | 19 | 15 | 33 | 27 | 22 | ** | 26 | 11 | 52 | 52 | 52 | ** | ** | ** | ** |
| 12% | 12% | 13% | 13% | 12% | 11% | ** | 14% | 13% | 12% | 12% | 12% | ** | ** | ** | ** |

Switched/ upgraded your broadband and got BT Sport

| | abd | e | h | g | f | d | c | b | a | | |
| 49 | 17 | 14 | 31 | 25 | 21 | ** | 21 | 12 | 48 | 49 | 48 | ** | ** | ** | ** |
| 11% | 11% | 12% | 12% | 11% | 11% | ** | 11% | 14% | 11% | 11% | 11% | ** | ** | ** | ** |

Switched your pay TV and got BT Sport

| | abd | e | h | g | f | d | c | b | a | | |
| 13 | 2 | 2 | 9 | 4 | 3 | ** | 7 | 1 | 13 | 13 | 13 | ** | ** | ** | ** |
| 3% | 2% | 2% | 4% | 2% | 2% | ** | 4% | 1% | 3% | 3% | 3% | ** | ** | ** | ** |

Started a new subscription to pay TV including BT Sport

| | abd | e | h | g | f | d | c | b | a | | |
| 25 | 14 | 10 | 9 | 18 | 16 | ** | 4 | 5 | 24 | 24 | 23 | ** | ** | ** | ** |
| 6% | 9% | 8% | 4% | 8% | 8% | ** | 2% | 6% | 6% | 6% | 5% | ** | ** | ** | ** |

Columns Tested: a,b,c,d,e,f,g - i,j,k,l,m,n,o

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Base : All BT Sport subscribers and/ or with BT Sport app or online player (who are responsible for the household television service)

### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>ANY MENTION OF FOOTBALL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF PARTICULAR SPORTS</th>
<th>GENERAL</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
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<tr>
<td><strong>Total</strong></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Unweighted total</td>
<td>408</td>
<td>154</td>
<td>109</td>
<td>232</td>
<td>208</td>
<td>185</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>137</td>
<td>97</td>
<td>210</td>
<td>186</td>
<td>165</td>
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**Upgraded your existing TV package to include BT Sport**

<table>
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<tr>
<th><strong>11%</strong></th>
<th><strong>19%</strong></th>
<th><strong>17%</strong></th>
<th><strong>6%</strong></th>
<th><strong>16%</strong></th>
<th><strong>17%</strong></th>
<th><strong>5%</strong></th>
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<td><strong>11%</strong></td>
<td><strong>11%</strong></td>
<td><strong>11%</strong></td>
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**Added BT Sport to my TV service for an extra charge per month**

<table>
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<th><strong>13%</strong></th>
<th><strong>13%</strong></th>
<th><strong>12%</strong></th>
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<th><strong>16%</strong></th>
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<th><strong>16%</strong></th>
<th><strong>11%</strong></th>
<th><strong>14%</strong></th>
<th><strong>16%</strong></th>
<th><strong>16%</strong></th>
<th><strong>16%</strong></th>
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<tbody>
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<td><strong>12%</strong></td>
<td><strong>12%</strong></td>
<td><strong>12%</strong></td>
<td><strong>12%</strong></td>
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</table>

**TOTAL DID NOTHING/ RENEWED CONTRACT**

<table>
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<tr>
<th><strong>49%</strong></th>
<th><strong>38%</strong></th>
<th><strong>39%</strong></th>
<th><strong>59%</strong></th>
<th><strong>40%</strong></th>
<th><strong>39%</strong></th>
<th><strong>65%</strong></th>
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<th><strong>213</strong></th>
<th><strong>213</strong></th>
<th><strong>213</strong></th>
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<td>214</td>
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</tbody>
</table>

**TOTAL SWITCHED BROADBAND OR TV SERVICE**

<table>
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<tr>
<th><strong>14%</strong></th>
<th><strong>12%</strong></th>
<th><strong>15%</strong></th>
<th><strong>16%</strong></th>
<th><strong>13%</strong></th>
<th><strong>12%</strong></th>
<th><strong>15%</strong></th>
<th><strong>15%</strong></th>
<th><strong>14%</strong></th>
<th><strong>14%</strong></th>
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<th><strong>14%</strong></th>
<th><strong>14%</strong></th>
<th><strong>14%</strong></th>
<th><strong>14%</strong></th>
<th><strong>14%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
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<td>20</td>
<td>16</td>
<td>41</td>
<td>29</td>
<td>24</td>
<td>**</td>
<td>**</td>
<td>**</td>
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<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>

**TOTAL ADDED TO MY TV SERVICE**

| **29%** | **40%** | **39%** | **22%** | **40%** | **42%** | **17%** | **28%** | **28%** | **28%** | **28%** | **28%** | **28%** | **28%** | **28%** | **28%** | **28%** |
|---------|---------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 29%     | 126     | 65      | 44     | 55     | 88     | 82     | **      | **      | **    | **      | **      | **      | **      | **      | **      | **      | **      |

**Don't know**

<table>
<thead>
<tr>
<th><strong>9%</strong></th>
<th><strong>9%</strong></th>
<th><strong>8%</strong></th>
<th><strong>3%</strong></th>
<th><strong>7%</strong></th>
<th><strong>7%</strong></th>
<th><strong>3%</strong></th>
<th><strong>9%</strong></th>
<th><strong>8%</strong></th>
<th><strong>8%</strong></th>
<th><strong>8%</strong></th>
<th><strong>8%</strong></th>
<th><strong>8%</strong></th>
<th><strong>8%</strong></th>
<th><strong>8%</strong></th>
<th><strong>8%</strong></th>
<th><strong>8%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>38</td>
<td>15</td>
<td>9</td>
<td>8</td>
<td>15</td>
<td>15</td>
<td>**</td>
<td>**</td>
<td>**</td>
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<td>**</td>
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<td>**</td>
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<td>**</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)

**Base : All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)**

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MINORITY</td>
<td>NORTHERN IRELAND</td>
<td>SCOTLAND</td>
<td>WALES</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>408</td>
<td>102</td>
<td>212</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>95</td>
<td>196</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>137</td>
<td>230</td>
<td>73</td>
</tr>
</tbody>
</table>

| Didn't do anything/ BT Sport came as part of your existing TV or broadband package | 162 | 40 | 94 | 28 | 152 | 134 | 81 | 51 | 50 | 21 | 19 | 369 | 79 | 166 | 133 | 30 | 269 | 139 |
| Renewed your BT Broadband contract and got BT Sport | 52 | 21 | 25 | 6 | 47 | 41 | 81 | 94 | 56 | 40 | 37 | 332 | 73 | 154 | 118 | 28 | 240 | 127 |
| Switched/ upgraded your broadband and got BT Sport | 49 | 18 | 25 | 5 | 44 | 39 | 81 | 94 | 56 | 40 | 37 | 332 | 73 | 154 | 118 | 28 | 240 | 127 |
| Switched your pay TV and got BT Sport | 13 | 6 | 6 | 2 | 12 | 9 | 81 | 94 | 56 | 40 | 37 | 332 | 73 | 154 | 118 | 28 | 240 | 127 |
| Started a new subscription to pay TV including BT Sport | 25 | 9 | 12 | 4 | 20 | 21 | 81 | 86 | 50 | 38 | 30 | 332 | 73 | 154 | 118 | 28 | 240 | 127 |
| Upgraded your existing TV package to include BT Sport | 49 | 19 | 23 | 7 | 43 | 44 | 89 | 90 | 70 | 40 | 38 | 332 | 73 | 154 | 118 | 28 | 240 | 127 |

*Columns Tested: a,b,c - d,e - f,g,h,i - k,j,m,n - o,p*
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q14. (PROMPTED) Which of the following did you do to get BT Sport initially? (SINGLE CODE)

Base: All BT Sport subscribers and/or with BT Sport app or online player (who are responsible for the household television service)

### Table 18

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>137</td>
<td>230</td>
<td>73</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>408</td>
<td>102</td>
<td>212</td>
<td>94</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>367</td>
<td>95</td>
<td>196</td>
<td>90</td>
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<tr>
<td>Added BT Sport to my TV service for an extra charge per month</td>
<td>53</td>
<td>16</td>
<td>22</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL DID NOTHING/RENEWED CONTRACT</td>
<td>214</td>
<td>60</td>
<td>120</td>
<td>34</td>
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<tr>
<td>TOTAL SWITCHED BROADBAND OR TV SERVICE</td>
<td>62</td>
<td>24</td>
<td>31</td>
<td>7</td>
</tr>
<tr>
<td>TOTAL ADDED TO MY TV SERVICE</td>
<td>126</td>
<td>43</td>
<td>58</td>
<td>25</td>
</tr>
<tr>
<td>Don't know</td>
<td>38</td>
<td>10</td>
<td>22</td>
<td>6</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i-j - k,l,m,n-o,p

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 19

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. (PROMPTED) Which one of the following best describes your household’s reason for getting both BT Sport and Sky Sports? (SINGLE CODE)

Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>SKY MEDIA BT TV</td>
<td>SKY &amp; SKY BB</td>
</tr>
<tr>
<td></td>
<td>TALK TV ANY PAY TV</td>
<td>BT TALK OTHER NONE</td>
</tr>
<tr>
<td></td>
<td>FREE TO AIR</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SKY MEDIA BT</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TALK TV &amp; BT BB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TV &amp; BB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ANY OTHER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SKY BB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TT TV</td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>220</td>
<td>149</td>
<td>64</td>
<td>5</td>
<td>2</td>
<td>220</td>
<td>-</td>
<td>57</td>
<td>61</td>
<td>81</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>57</td>
<td>5</td>
<td>58</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>197</td>
<td>134</td>
<td>57</td>
<td>5</td>
<td>2</td>
<td>197</td>
<td>-</td>
<td>53</td>
<td>55</td>
<td>73</td>
<td>4</td>
<td>5</td>
<td>7</td>
<td>53</td>
<td>5</td>
<td>52</td>
</tr>
<tr>
<td>Total</td>
<td>233</td>
<td>158</td>
<td>67</td>
<td>6</td>
<td>2</td>
<td>233</td>
<td>-</td>
<td>64</td>
<td>65</td>
<td>84</td>
<td>4</td>
<td>7</td>
<td>7</td>
<td>64</td>
<td>6</td>
<td>62</td>
</tr>
<tr>
<td>68%</td>
<td>29%</td>
<td>**</td>
<td>**</td>
<td>100%</td>
<td>-%</td>
<td></td>
<td>27%</td>
<td>28%</td>
<td>36%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>27%</td>
<td>**</td>
<td>27%</td>
<td>**</td>
</tr>
</tbody>
</table>

Because we wanted to be able to watch all of the live Premier League matches

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier League matches</td>
<td>72%</td>
<td>23%</td>
<td>**</td>
<td>**</td>
<td>100%</td>
<td>-%</td>
<td></td>
<td>35%</td>
<td>23%</td>
<td>34%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>35%</td>
<td>23%</td>
<td>**</td>
</tr>
<tr>
<td>Because we wanted to watch a wide range of sports</td>
<td>72%</td>
<td>23%</td>
<td>**</td>
<td>**</td>
<td>100%</td>
<td>-%</td>
<td></td>
<td>35%</td>
<td>23%</td>
<td>34%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>35%</td>
<td>23%</td>
<td>**</td>
</tr>
<tr>
<td>Because we wanted Sky Sports and BT Sport did not cost much extra/ was free</td>
<td>72%</td>
<td>23%</td>
<td>**</td>
<td>**</td>
<td>100%</td>
<td>-%</td>
<td></td>
<td>35%</td>
<td>23%</td>
<td>34%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>35%</td>
<td>23%</td>
<td>**</td>
</tr>
<tr>
<td>Other reason</td>
<td>22%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>100%</td>
<td>-%</td>
<td></td>
<td>12%</td>
<td>29%</td>
<td>31%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12%</td>
<td>**</td>
<td>31%</td>
</tr>
<tr>
<td>Don't know</td>
<td>22%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>100%</td>
<td>-%</td>
<td></td>
<td>12%</td>
<td>29%</td>
<td>31%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12%</td>
<td>**</td>
<td>31%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 19

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. (PROMPTED) Which one of the following best describes your household’s reason for getting both BT Sport and Sky Sports? (SINGLE CODE)

Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Reason for Getting Both BT Sport and Sky Sports</th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because we wanted to be able to watch all of the live Premier League matches</td>
<td>37%</td>
<td>33%</td>
<td>-</td>
</tr>
<tr>
<td>57%</td>
<td>34%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>24%</td>
<td>30%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>46%</td>
<td>45%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>Other reason</td>
<td>36%</td>
<td>27%</td>
<td>** -</td>
</tr>
<tr>
<td>4%</td>
<td>3%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>38%</td>
<td>34%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>22%</td>
<td>8%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>3</td>
<td>** -</td>
</tr>
<tr>
<td>4%</td>
<td>3%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>38%</td>
<td>27%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>220</td>
<td>84</td>
<td>75</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>197</td>
<td>75</td>
<td>67</td>
</tr>
<tr>
<td>Total</td>
<td>233</td>
<td>87</td>
<td>77</td>
</tr>
</tbody>
</table>

Significance Level: 95%

| Significance | Total | a | b | ~c | ~d | ~f | g | h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p |
|--------------|-------|---|---|----|----|----|---|---|----|----|----|----|----|----|----|----|----|
| Unweighted total | 220 | 84 | 75 | 2 | 3 | 4 | 6 | 6 | - | - | - | - | - | 36 | 36 | - |
| Effective Weighted Sample | 197 | 75 | 67 | 2 | 3 | 4 | 5 | 5 | - | - | - | - | - | 32 | 32 | - |
| Total | 233 | 87 | 77 | 2 | 3 | 5 | 5 | 5 | - | - | - | - | - | 38 | 38 | - |

Because we wanted to watch a wide range of sports

<table>
<thead>
<tr>
<th>Reason for Getting Both BT Sport and Sky Sports</th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because we wanted Sky Sports and BT Sport did not cost much extra/ was free</td>
<td>37%</td>
<td>33%</td>
<td>-</td>
</tr>
<tr>
<td>57%</td>
<td>34%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>24%</td>
<td>30%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>46%</td>
<td>45%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>Other reason</td>
<td>36%</td>
<td>27%</td>
<td>** -</td>
</tr>
<tr>
<td>4%</td>
<td>3%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>38%</td>
<td>34%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>22%</td>
<td>8%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>3</td>
<td>** -</td>
</tr>
<tr>
<td>4%</td>
<td>3%</td>
<td>** -</td>
<td>-</td>
</tr>
<tr>
<td>38%</td>
<td>27%</td>
<td>** -</td>
<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q15. (PROMPTED) Which one of the following best describes your household’s reason for getting both BT Sport and Sky Sports? (SINGLE CODE)

Base : All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

Table 19

<table>
<thead>
<tr>
<th></th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORTS</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>SKY SPORTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>220</td>
<td>220</td>
<td>211</td>
<td>211</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>214</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>197</td>
<td>197</td>
<td>189</td>
<td>189</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>192</td>
</tr>
<tr>
<td>Total</td>
<td>233</td>
<td>233</td>
<td>225</td>
<td>225</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>226</td>
</tr>
<tr>
<td>Because we wanted to be able to watch all of the live Premier League matches</td>
<td>75</td>
<td>75</td>
<td>73</td>
<td>73</td>
<td>**</td>
<td>-</td>
<td>-</td>
<td>72</td>
</tr>
<tr>
<td>Because we wanted to watch a wide range of sports</td>
<td>70</td>
<td>70</td>
<td>68</td>
<td>68</td>
<td>**</td>
<td>-</td>
<td>-</td>
<td>68</td>
</tr>
<tr>
<td>Because we wanted Sky Sports and BT Sport did not cost much extra/ was free</td>
<td>57</td>
<td>57</td>
<td>56</td>
<td>56</td>
<td>**</td>
<td>-</td>
<td>-</td>
<td>55</td>
</tr>
<tr>
<td>Other reason</td>
<td>22</td>
<td>22</td>
<td>20</td>
<td>20</td>
<td>**</td>
<td>-</td>
<td>-</td>
<td>21</td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>9</td>
<td>8</td>
<td>8</td>
<td>**</td>
<td>-</td>
<td>-</td>
<td>9</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q15. (PROMPTED) Which one of the following best describes your household's reason for getting both BT Sport and Sky Sports? (SINGLE CODE)

Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

Table 19

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Any Football</td>
<td>Any Mention of PL</td>
<td>CL as Main Reason</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
</tr>
<tr>
<td>220</td>
<td>197</td>
<td>233</td>
</tr>
<tr>
<td>143</td>
<td>127</td>
<td>149</td>
</tr>
<tr>
<td>109</td>
<td>97</td>
<td>116</td>
</tr>
<tr>
<td>80</td>
<td>71</td>
<td>83</td>
</tr>
<tr>
<td>79</td>
<td>70</td>
<td>82</td>
</tr>
<tr>
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Because we wanted to be able to watch all of the live Premier League matches

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Because we wanted to watch a wide range of sports

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Because we wanted Sky Sports and BT Sport did not cost much extra/ was free

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Other reason

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Don't know

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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. (PROMPTED) Which one of the following best describes your household’s reason for getting both BT Sport and Sky Sports? (SINGLE CODE)

Base : All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
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<td>MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF ANY FOOTBALL</td>
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<tr>
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<td>-------------------------</td>
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</tr>
<tr>
<td>Total</td>
<td>a b c d e f g h</td>
<td>i j k l m n o</td>
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<td>220 217 217 3 - - 3</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>197 195 195 3 - - 3</td>
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<tr>
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<td>233 230 230 3 - - 3</td>
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Because we wanted to be able to watch all of the live Premier League matches

<table>
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<tr>
<th>Reason</th>
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<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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<td>56</td>
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<td>-</td>
<td>-</td>
<td>**</td>
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<tr>
<td>74% 13%</td>
<td>cg</td>
<td>cg</td>
<td>cg</td>
<td>cg</td>
<td>cg</td>
<td>**</td>
<td>12% 43% 100% 99% 99% **</td>
<td>-</td>
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<td>**</td>
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<td>42</td>
<td>36</td>
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<tr>
<td>30% 24%</td>
<td>37% 22% 60% 60% 52% **</td>
<td>32% 13% 100% 98% 98% **</td>
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<td>Because we wanted Sky Sports and BT Sport did not cost much extra/ was free</td>
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<td>27</td>
<td>26</td>
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<td>11</td>
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<td>31% 25% 61% 47% 45% **</td>
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<tr>
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<td>2</td>
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<td>4% 2%</td>
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<td>22% 18% 100% 100% 100% **</td>
<td>-</td>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q15. (PROMPTED) Which one of the following best describes your household’s reason for getting both BT Sport and Sky Sports? (SINGLE CODE)

<table>
<thead>
<tr>
<th>Base : All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)</th>
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<table>
<thead>
<tr>
<th>SEC</th>
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<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>NOT SCOTLAND</th>
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<td></td>
<td>Total</td>
<td>AB</td>
<td>a</td>
<td>b</td>
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<tr>
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<td>70</td>
<td>119</td>
<td>44</td>
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</tbody>
</table>

Because we wanted to be able to watch all of the live Premier League matches
75  16  39  20  65 **  56 **  **  **  68 **  38  14 **  57  18
32%  22%  33%  45%  31% **  30% **  **  **  31% **  38%  21% **  36%  23%

Because we wanted to watch a wide range of sports
70  23  37  10  65 **  58 **  **  **  65 **  29  23 **  46  23
30%  33%  31%  22%  30% **  30% **  **  **  30% **  29%  36% **  30%  30%

Because we wanted Sky Sports and BT Sport did not cost much extra/ was free
57  22  26  9  55 **  50 **  **  **  54 **  23  20 **  37  20
24%  31%  22%  21%  26% **  26% **  **  **  25% **  24%  31% **  24%  25%

Other reason
22  8  11  3  21 **  18 **  **  **  20 **  7  7 **  11  11
10%  12%  9%  7%  10% **  10% **  **  **  9% **  7%  10% **  7%  14%

Don't know
9  2  5  2  8 **  7 **  **  **  8 **  3  2 **  4  6
4%  2%  5%  5%  4% **  4% **  **  **  4% **  3%  3% **  2%  7%
18%  58%  25%  85% **  79% **  **  **  91% **  31%  21% **  40%  60%

Significance Level: 95%
Columns Tested: a,b,c - d,e - f,g,h,i - j,l,m,n - o,p
Q16. (PROMPTED) How important is it for your household to get both BT Sport and Sky Sports? (SINGLE CODE)

Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

### Table 20

<table>
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<th>BUNDLING TV AND BROADBAND</th>
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<td>SKY TV &amp; SKY BB</td>
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<td>BT</td>
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<td></td>
<td>g</td>
<td>h</td>
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<td>b</td>
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<th>VIRGIN</th>
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<th>TV</th>
<th>SKY</th>
<th>BB</th>
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<th>TV</th>
<th>SKY</th>
<th>BB</th>
<th>BT</th>
<th>TV</th>
<th>FREE</th>
<th>TO AR</th>
<th>SKY</th>
<th>BT</th>
<th>TALK</th>
<th>TALK</th>
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<th>No</th>
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<td>68%</td>
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<td>6%</td>
<td>100%</td>
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<td>65%</td>
<td>33</td>
<td>6%</td>
<td>100%</td>
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<td>24</td>
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<td>10%</td>
<td>100%</td>
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<td>1%</td>
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<td>38</td>
<td>2%</td>
<td>100%</td>
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Columns Tested: a,b,c,d,e - g,h,i,k,l - m,n,o,p
Table 20

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Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n.o,p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n.o,p</td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
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<table>
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<th>SIGNIFICANCE LEVEL: 95%</th>
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<th>SKY SPORTS (a)</th>
<th>BT SPORT (b)</th>
<th>SKY SPORTS AND BT SPORT (c)</th>
<th>SKY SPORTS BUT NOT BT SPORT (d)</th>
<th>BT SPORT BUT NOT SKY SPORT (e)</th>
<th>NEITHER SKY SPORTS NOR BT SPORT (f)</th>
<th>SKY SPORTS 1/2 AND BT SPORT (g)</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT (h)</th>
<th>BT SPORT 1/2 BUT NOT SKY SPORT (i)</th>
<th>EITHER SKY SPORTS OR BT SPORT (j)</th>
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<td>220</td>
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</tbody>
</table>

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. (PROMPTED) How important is it for your household to get both BT Sport and Sky Sports? (SINGLE CODE)

Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

### Table 20

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
</tr>
</thead>
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<tr>
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<td>BUT NOT PARTICULAR</td>
<td>SPORTS</td>
</tr>
<tr>
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<td>ONLY</td>
<td>NON-SPORT</td>
<td>PL AS MAIN REASON</td>
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<td>REASONS</td>
<td>IN GENERAL</td>
<td>IN PARTICULAR</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
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</tr>
<tr>
<td>Very important</td>
</tr>
<tr>
<td>Fairly important</td>
</tr>
<tr>
<td>Neither important nor unimportant</td>
</tr>
<tr>
<td>Fairly unimportant</td>
</tr>
<tr>
<td>Not at all important</td>
</tr>
<tr>
<td>TOTAL IMPORTANT</td>
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<tr>
<td>TOTAL NOT IMPORTANT</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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Q16. (PROMPTED) How important is it for your household to get **both** BT Sport and Sky Sports? (SINGLE CODE)

Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

Table 20

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
</tr>
</thead>
<tbody>
<tr>
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<td>ANY SPORT IN GENERAL BUT NOT PARTICULAR</td>
</tr>
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<td><strong>MENTION OF PL AND CL</strong></td>
</tr>
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<tr>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
Q16. (PROMPTED) How important is it for your household to get both BT Sport and Sky Sports? (SINGLE CODE)

Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

### REASON FOR GETTING BT SPORT

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<td>ANY MENTION OF SPORT</td>
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<tr>
<td>OF PL</td>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
</tr>
<tr>
<td></td>
<td>GENERAL ONLY NON-SPORT REASONS PL AS MAIN REASON</td>
</tr>
<tr>
<td></td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td></td>
<td>AWARE OF BOTH SS &amp; BTS</td>
</tr>
<tr>
<td></td>
<td>AWARE OF BOTH BUT NOT SS</td>
</tr>
<tr>
<td></td>
<td>NOT AWARE OF SS</td>
</tr>
<tr>
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<td>NOT AWARE OF BTS</td>
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<tr>
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<td>Total</td>
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</tr>
<tr>
<td>Very important</td>
<td></td>
</tr>
<tr>
<td>Fairly important</td>
<td></td>
</tr>
<tr>
<td>Neither important nor unimportant</td>
<td></td>
</tr>
<tr>
<td>Fairly unimportant</td>
<td></td>
</tr>
<tr>
<td>Not at all important</td>
<td></td>
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</tr>
<tr>
<td>TOTAL NOT IMPORTANT</td>
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Prepared by Saville Rossiter: 01727 899 399
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**Q16. (PROMPTED) How important is it for your household to get both BT Sport and Sky Sports? (SINGLE CODE)**

Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

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<td>General Reasons</td>
<td>Only Non-Sport Reasons</td>
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<tr>
<td>PL as Main Reason</td>
<td>Aware of SS</td>
</tr>
<tr>
<td>Aware of BTS</td>
<td>Aware of SS &amp; BTS</td>
</tr>
<tr>
<td>Awareness of Both SS &amp; BTS</td>
<td>Aware of BTS</td>
</tr>
<tr>
<td>Awareness of BTS</td>
<td>Not Aware of SS</td>
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<td>Not Aware of BTS</td>
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<td>Not Aware of BTS</td>
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Significance Level: 95%

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<tr>
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<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
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<th>m</th>
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<td></td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
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<td>-%</td>
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<tr>
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<td>22%</td>
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<td>-%</td>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
### Table 20: Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014.

**Q16. (PROMPTED) How important is it for your household to get both BT Sport and Sky Sports? (SINGLE CODE)**

**Base:** All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

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<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
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<th>MALE</th>
<th>FEMALE</th>
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<tr>
<td></td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
<td>MINORITY</td>
<td>ENGLAND</td>
</tr>
<tr>
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<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
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</tr>
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**Significance Level: 95%**

#### Columns Tested:
- a, b, c... o, p
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. (PROMPTED) Which one of the following best describes your household’s reason for getting both BT Sport and Sky Sports? (SINGLE CODE)

Base: All subscribing to both Sky Sports and BT Sport (who are responsible for the household television service)

### IMPORTANCE OF BOTH BT SPORT AND SKY SPORTS

<table>
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<tr>
<th>Reason</th>
<th>Very Important</th>
<th>Fairly Important</th>
<th>Neither/Nor</th>
<th>Fairly Unimportant</th>
<th>Not at All Important</th>
<th>Total Important</th>
<th>Total Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because we wanted to be able to watch all of the live Premier League matches</td>
<td>75%</td>
<td>42%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>64%</td>
<td>**</td>
</tr>
<tr>
<td>Because we wanted to watch a wide range of sports</td>
<td>70%</td>
<td>29%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>55%</td>
<td>**</td>
</tr>
<tr>
<td>Because we wanted Sky Sports and BT Sport did not cost much extra/ was free</td>
<td>57%</td>
<td>17%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>36%</td>
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<tr>
<td>Other reason</td>
<td>22%</td>
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<td>Don't know</td>
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<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
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</tbody>
</table>

| Columns Tested: a, b, c, d, e, f, g |

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Q17. (PROMPTED) SCENARIO 1 - NO SKY SPORTS
If for some reason Sky Sports was no longer available on Sky/ Virgin Media/ BT TV/ TalkTalk TV but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; SKY BB</td>
<td>BT TV &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td>VIRGIN MEDIA TV &amp; TT TV &amp; TT BB</td>
<td></td>
</tr>
<tr>
<td><strong>PAY TV</strong></td>
<td><strong>BROADBAND</strong></td>
<td><strong>BUNDLING TV AND BROADBAND</strong></td>
</tr>
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<td>PROVIDER</td>
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<td>SKY MEDIA TV &amp; BB</td>
</tr>
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<td></td>
<td>ANY PAY TV</td>
<td>TOTAL</td>
</tr>
<tr>
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<td>FREE TO AIR</td>
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<td>o</td>
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Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
If for some reason Sky Sports was no longer available on Sky/ Virgin Media/ BT TV/ TalkTalk TV but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk? (SINGLE CODE)

**Q17. (PROMPTED) SCENARIO 1 - NO SKY SPORTS**

*Base: All Sky Sports subscribers (who are responsible for the household television service)*

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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<tr>
<td><strong>SKY TV &amp; ANY</strong></td>
<td><strong>SKY TV &amp; VIRGIN MEDIA BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
</tr>
<tr>
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<td>SKY TV &amp; OTHER BB &amp; NO BB</td>
<td>FREE TO AIR &amp; OTHER BB &amp; NO BB</td>
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<tr>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td><strong>EXCEPT SKY BB &amp; BT BB &amp; TT BB</strong></td>
<td><strong>SKY TV &amp; VIRGIN MEDIA BB</strong></td>
<td><strong>FREE TO AIR &amp; BT BB</strong></td>
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Yes - would continue

- 338 | 100 | 54 | ** | ** | ** | ** | -% | -% | -% | -% | -% | -% | -% | ** | ** | -% |

No - I would NOT continue with my current service

- 227 | 70 | 36 | ** | ** | ** | ** | -% | -% | -% | -% | -% | -% | -% | ** | ** | -% |

Don't know

- 78 | 23 | 17 | ** | ** | ** | ** | -% | -% | -% | -% | -% | -% | -% | ** | ** | -% |

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Significance Level: 95%

**Columns Tested:** a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Unweighted total

- 612 | 181 | 101 | 24 | 27 | 29 | 40 | 10 | - | - | - | - | - | 36 | 36 | -

Effective Weighted Sample

- 549 | 162 | 90 | 21 | 25 | 26 | 35 | 9 | - | - | - | - | - | 32 | 32 | -

Total

- 642 | 194 | 107 | 24 | 30 | 33 | 34 | 8 | - | - | - | - | - | 38 | 38 | -

Prepared by Saville Rossiter: 01727 899 399
Table 22

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17. (PROMPTED) SCENARIO 1 - NO SKY SPORTS**

If for some reason Sky Sports was no longer available on Sky/ Virgin Media/ BT TV/ TalkTalk TV but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q17. (PROMPTED) SCENARIO 1 - NO SKY SPORTS
If for some reason Sky Sports was no longer available on Sky/ Virgin Media/ BT TV/ TalkTalk TV but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk? (SINGLE CODE)

Base: All Sky Sports subscribers (who are responsible for the household television service)

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<th>Any Mention of</th>
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Columns Tested: a, b, c, d, e, f, g, h, i, j, k

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base : All Sky Sports subscribers (who are responsible for the household television service)

Table 22

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<th>AWARE OF BTS</th>
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<tr>
<td>No - I would NOT continue with my current service</td>
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<td></td>
<td></td>
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<tr>
<td>Don't know</td>
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<td>8%</td>
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<td>12%</td>
<td>12%</td>
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<td>18%</td>
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<td>99%</td>
<td>92%</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o
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### Q17. (PROMPTED) SCENARIO 1 - NO SKY SPORTS

If for some reason Sky Sports was no longer available on Sky/ Virgin Media/ BT TV/ TalkTalk TV but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk? (SINGLE CODE)

**Base : All Sky Sports subscribers (who are responsible for the household television service)**

<table>
<thead>
<tr>
<th>_SEC</th>
<th>ETHNICITY</th>
<th>MINORITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>AGE</th>
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<tr>
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<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
<td>ENGLAND</td>
<td>SCOTLAND</td>
<td>WALES</td>
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<td>319</td>
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<td>544</td>
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<td>86</td>
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<td>293</td>
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<td>45</td>
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</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q18. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

Base : Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

Table 23

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
</tr>
<tr>
<td>Total</td>
<td>323</td>
<td>264</td>
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<td>238</td>
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<td>Effective Weighted Sample</td>
<td>338</td>
<td>277</td>
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<tr>
<td>Total</td>
<td>338</td>
<td>277</td>
</tr>
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</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th>PROMPTED RESPONSES</th>
<th>BASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk</td>
<td>206</td>
</tr>
<tr>
<td>61%</td>
<td>101</td>
</tr>
<tr>
<td>64%</td>
<td>36</td>
</tr>
<tr>
<td>51%</td>
<td>35</td>
</tr>
<tr>
<td>61%</td>
<td>101</td>
</tr>
<tr>
<td>100%</td>
<td>26</td>
</tr>
<tr>
<td>I don't want to move my broadband or telephone service from Sky/ Virgin Media/ BT/ TalkTalk</td>
<td>30</td>
</tr>
<tr>
<td>6%</td>
<td>10</td>
</tr>
<tr>
<td>5%</td>
<td>12</td>
</tr>
<tr>
<td>23%</td>
<td>7</td>
</tr>
<tr>
<td>9%</td>
<td>12</td>
</tr>
<tr>
<td>9%</td>
<td>10</td>
</tr>
<tr>
<td>9%</td>
<td>12</td>
</tr>
<tr>
<td>It is too much hassle, too difficult or too expensive to switch</td>
<td>22</td>
</tr>
<tr>
<td>6%</td>
<td>15</td>
</tr>
<tr>
<td>5%</td>
<td>5</td>
</tr>
<tr>
<td>23%</td>
<td>22</td>
</tr>
<tr>
<td>6%</td>
<td>7</td>
</tr>
<tr>
<td>9%</td>
<td>5</td>
</tr>
<tr>
<td>9%</td>
<td>3</td>
</tr>
<tr>
<td>Sports coverage is available through other TV channels on Sky/ Virgin Media/ BT TV/ TalkTalk TV</td>
<td>22</td>
</tr>
<tr>
<td>8%</td>
<td>22</td>
</tr>
<tr>
<td>7%</td>
<td>2</td>
</tr>
<tr>
<td>9%</td>
<td>6</td>
</tr>
<tr>
<td>9%</td>
<td>6</td>
</tr>
<tr>
<td>Sky Sports isn't that important</td>
<td>22</td>
</tr>
<tr>
<td>6%</td>
<td>19</td>
</tr>
<tr>
<td>7%</td>
<td>2</td>
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<tr>
<td>3%</td>
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<tr>
<td>3%</td>
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</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f-g,h,i,k,l-m,n,o,p
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Base : Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PAY TV</strong></td>
<td><strong>BROADBAND</strong></td>
</tr>
<tr>
<td>PROVIDER</td>
<td>TV PROVIDER</td>
</tr>
<tr>
<td><strong>SKY</strong></td>
<td><strong>SKY TV &amp; SKY BB</strong></td>
</tr>
<tr>
<td><strong>VIRGIN</strong></td>
<td><strong>VIRGIN MEDIA TV &amp; BB</strong></td>
</tr>
<tr>
<td><strong>MEDIA</strong></td>
<td><strong>VIRGIN MEDIA TV &amp; BB</strong></td>
</tr>
<tr>
<td><strong>BT TV</strong></td>
<td><strong>BT TV &amp; BT BB</strong></td>
</tr>
<tr>
<td><strong>TALK</strong></td>
<td><strong>TALK TV &amp; TALK BB</strong></td>
</tr>
<tr>
<td><strong>TV</strong></td>
<td><strong>TT TV &amp; TT BB</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>FULL RESPONSES</strong></th>
<th><strong>SPONTANEOUS RESPONSES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Can't get other TV providers/ limited choice/ limited coverage/ no other options available</td>
</tr>
<tr>
<td>b</td>
<td>Price/ best offer available/ good deal/value for money</td>
</tr>
<tr>
<td>c</td>
<td>Other</td>
</tr>
<tr>
<td>d</td>
<td>Don't know</td>
</tr>
<tr>
<td>e</td>
<td></td>
</tr>
<tr>
<td>f</td>
<td></td>
</tr>
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<tr>
<td>o</td>
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</tr>
<tr>
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Significance Level: 95%

Unweighted total: 323
Effective Weighted Sample: 291
Total: 338

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

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Table 23

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; HT BB</strong></td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>94</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>84</td>
</tr>
<tr>
<td>Total</td>
<td>338</td>
<td>100</td>
</tr>
</tbody>
</table>

**PROMPTED RESPONSES**

I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk

| **SKY TV & ANY BB** | **SKY TV & OTHER BB** | **FREE TO AIR & HT BB** |
| Total | a | b | ~ | c | d | e | f | g | h | i | j | k | l | m | n | o | p |
| 206 | 66 | 35 | ** | ** | ** | ** | ** | ** | ** | - | - | - | - | ** | ** | - |
| 61% | 66% | 65% | ** | ** | ** | ** | ** | ** | ** | - | - | - | - | ** | ** | - |
| 32% | 17% | ** | ** | ** | ** | ** | ** | ** | ** | - | - | - | - | ** | ** | - |
| 30 | 5 | 5 | ** | ** | ** | ** | ** | ** | ** | - | - | - | - | ** | ** | - |
| 9% | 5% | 9% | ** | ** | ** | ** | ** | ** | ** | - | - | - | - | ** | ** | - |
| 16% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | - | - | - | - | ** | ** | - |
| It is too much hassle, too difficult or too expensive to switch

| **SKY TV & ANY BB** | **SKY TV & OTHER BB** | **FREE TO AIR & HT BB** |
| Total | a | b | ~ | c | d | e | f | g | h | i | j | k | l | m | n | o | p |
| 22 | 5 | 2 | ** | ** | ** | ** | ** | ** | - | - | - | - | - | - | - | - | - |
| 6% | 5% | 4% | ** | ** | ** | ** | ** | ** | - | - | - | - | - | - | - | - | - |
| 21% | 9% | ** | ** | ** | ** | ** | ** | ** | - | - | - | - | - | - | - | - | - |
| Sports coverage is available through other TV channels on Sky/ Virgin Media/ BT TV/ TalkTalk TV

| **SKY TV & ANY BB** | **SKY TV & OTHER BB** | **FREE TO AIR & HT BB** |
| Total | a | b | ~ | c | d | e | f | g | h | i | j | k | l | m | n | o | p |
| 22 | 8 | 6 | ** | ** | ** | ** | ** | ** | - | - | - | - | - | - | - | - | - |
| 6% | 8% | 11% | ** | ** | ** | ** | ** | ** | - | - | - | - | - | - | - | - | - |
| 39% | 26% | ** | ** | ** | ** | ** | ** | ** | - | - | - | - | - | - | - | - | - |
| Sky Sports isn't that important

| **SKY TV & ANY BB** | **SKY TV & OTHER BB** | **FREE TO AIR & HT BB** |
| Total | a | b | ~ | c | d | e | f | g | h | i | j | k | l | m | n | o | p |
| 22 | 6 | 1 | ** | ** | ** | ** | ** | ** | - | - | - | - | - | - | - | - | - |
| 6% | 6% | 2% | ** | ** | ** | ** | ** | ** | - | - | - | - | - | - | - | - | - |
| 27% | 5% | ** | ** | ** | ** | ** | ** | ** | - | - | - | - | - | - | - | - | - |

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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### Table 23

**SPONTANEOUS RESPONSES**

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<th>Reason</th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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</thead>
<tbody>
<tr>
<td>Can't get other TV providers/limited choice/limited coverage/no other options available</td>
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<td></td>
<td></td>
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<tr>
<td>9</td>
<td>3</td>
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<td>35%</td>
<td>23%</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td>Price/ best offer available/ good deal/value for money</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>4</td>
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<td>4%</td>
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</tr>
<tr>
<td>42%</td>
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<tr>
<td>Other</td>
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</tr>
<tr>
<td>14</td>
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<td>2</td>
<td></td>
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<td>4%</td>
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</tr>
<tr>
<td>21%</td>
<td>12%</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
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<tr>
<td>4</td>
<td>1</td>
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<tr>
<td>1%</td>
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</tr>
<tr>
<td>17%</td>
<td>17%</td>
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</tr>
</tbody>
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#### Table 23

<table>
<thead>
<tr>
<th></th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level</strong>: 95%</td>
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<td></td>
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<td>120</td>
<td>120</td>
<td>203</td>
<td>-</td>
<td>-</td>
<td>291</td>
<td>174</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>291</td>
<td>108</td>
<td>108</td>
<td>183</td>
<td>-</td>
<td>-</td>
<td>263</td>
<td>157</td>
</tr>
<tr>
<td>Total</td>
<td>338</td>
<td>338</td>
<td>125</td>
<td>125</td>
<td>213</td>
<td>-</td>
<td>-</td>
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#### PROMPTED RESPONSES

**I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk**

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<th>SKY SPORTS BUT NOT BT SPORT</th>
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<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
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<td>65%</td>
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Columns Tested: a, b, c, d, e, f, g, h, i, j
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level. 

Q18. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

Base: Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services.

### Table 23

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#### Significance Level: 95%

#### Unweighted total

#### Effective Weighted Sample

#### Total

### SPONTANEOUS RESPONSES

**Can't get other TV providers/ limited choice/ limited coverage/ no other options available**

Can't get other TV providers/ limited choice/ limited coverage/ no other options available 9 9 6 6 4 - - 9 6 4 9

3% 3% 5% 5% 2% -% -% 3% 3% 2% 3%

100% 62% 62% 38% -% -% 100% 62% 38% 100%

**Price/ best offer available/ good deal/value for money**

Price/ best offer available/ good deal/value for money 9 9 4 4 5 - - 8 4 4 9

3% 3% 3% 3% 2% -% -% 3% 3% 2% 3%

100% 43% 43% 57% -% -% 83% 43% 40% 100%

**Other**

Other 14 14 6 6 7 - - 12 6 5 14

4% 4% 5% 5% 3% -% -% 4% 5% 3% 4%

100% 45% 45% 55% -% -% 85% 45% 39% 100%

**Don't know**

Don't know 4 4 2 2 3 - - 3 2 2 4

1% 1% 1% 1% 1% -% -% 1% 1% 1% 1%

100% 36% 36% 64% -% -% 80% 36% 44% 100%

Columns Tested: a,b,c,d,e,f,g,h,i,j
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Base : Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
<th>SPORT IN GENERAL BUT NOT PARTICULAR</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
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<table>
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Significance Level: 95%

Unweighted total

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SPONTANEOUS RESPONSES

Can't get other TV providers/ limited choice/ limited coverage/ no other options available

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Price/ best offer available/ good deal/value for money

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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base: Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

### Table 23

**Any Reason for Getting BT Sport**

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<td>Aware of BTS</td>
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<td>Aware of Both SS &amp; BTS</td>
</tr>
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<td>Mention of General Sports</td>
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</tr>
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<td>Mention of Non-Sport Reasons</td>
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<tbody>
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</tr>
<tr>
<td>Total</td>
<td>291</td>
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</table>

**Prompted Responses**

I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk

<table>
<thead>
<tr>
<th>Reason for Not Moving</th>
<th>Awareness Summary</th>
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</thead>
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<td>Sky/ Virgin Media/ BT/ TalkTalk</td>
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<tr>
<td>Unweighted total</td>
<td>323</td>
</tr>
<tr>
<td>Total</td>
<td>291</td>
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</tbody>
</table>

I don't want to move my broadband or telephone service from Sky/ Virgin Media/ BT/ TalkTalk

<table>
<thead>
<tr>
<th>Reason for Not Moving</th>
<th>Awareness Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky/ Virgin Media/ BT/ TalkTalk</td>
<td>Aware of SS</td>
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<tr>
<td>Total</td>
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</table>

It is too much hassle, too difficult or too expensive to switch

<table>
<thead>
<tr>
<th>Reason for Not Moving</th>
<th>Awareness Summary</th>
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<tbody>
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<td>Sky/ Virgin Media/ BT/ TalkTalk</td>
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<td>Unweighted total</td>
<td>323</td>
</tr>
<tr>
<td>Total</td>
<td>291</td>
</tr>
</tbody>
</table>

Sports coverage is available through other TV channels

<table>
<thead>
<tr>
<th>Reason for Not Moving</th>
<th>Awareness Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky/ Virgin Media/ BT TV/ TalkTalk</td>
<td>Aware of SS</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>323</td>
</tr>
<tr>
<td>Total</td>
<td>291</td>
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</table>

Sky Sports isn't that important

<table>
<thead>
<tr>
<th>Reason for Not Moving</th>
<th>Awareness Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Sports isn't that important</td>
<td>Aware of SS</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>323</td>
</tr>
<tr>
<td>Total</td>
<td>291</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q18. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

Base : Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

REASON FOR GETTING BT SPORT

Table 23

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

== ANY MENTION OF SPORT IN ==

<table>
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<th>ANY MENTION OF FOOTBALL</th>
<th>ANY MENTION OF PART. SPORTS</th>
<th>GENERAL BUT NOT PART. SPORTS</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
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<td>c</td>
<td>d</td>
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SPONTANEOUS RESPONSES

Can't get other TV providers/ limited choice/ limited coverage/ no other options available

<table>
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<tr>
<th></th>
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<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
</tr>
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<td>**</td>
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<td>**</td>
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<td>**</td>
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</tr>
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<td>62%</td>
<td>53%</td>
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<td>**</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
| Price/ best offer available/ good deal/value for money
| 9                    | 2  | **| 1  | 2  | 2  | **| 9  | **| 9  | **| -  | -  | -  | -  | -  |
| 3%                   | 3% | **| 1% | 2% | 3% | **| 3% | **| 3% | **| -  | -  | -  | -  | -  |
| 20%                  | **| 8% | 20%| 20%| **| 20%| **| 100%| 100%| 100%| 100%| 100%| 100%| 100%| 100%|
| Other
| 14                   | 3  | **| 3  | 3  | 3  | **| 14 | **| 12 | **| -  | -  | -  | -  | -  |
| 4%                   | **| 4% | 3% | 4% | 4% | **| 4% | 4% | 4% | **| -  | -  | -  | -  | -  |
| 19%                  | **| 19%| 19%| 19%| **| 19%| **| 100%| 90% | 90% | 90% | 90% | 90% | 90% | 90% |
| Don't know
| 4                    | 1  | **| 1  | 2  | 2  | **| 4  | **| 3  | **| -  | -  | -  | -  | -  |
| 1%                   | **| 1% | 2% | 2% | 2% | **| 1% | **| 1% | **| -  | -  | -  | -  | -  |
| 19%                  | **| 17%| 36%| 36%| **| 36%| **| 100%| 80% | 80% | 80% | 80% | 80% | 80% | 80% |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

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<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>AB</td>
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<tr>
<td></td>
<td>338</td>
<td>86</td>
<td>173</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>51%</td>
<td>23%</td>
<td>83%</td>
</tr>
</tbody>
</table>

PROMPTED RESPONSES

I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk

<table>
<thead>
<tr>
<th>Base</th>
<th>Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td></td>
<td>61%</td>
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<tr>
<td></td>
<td>25%</td>
</tr>
</tbody>
</table>

I don't want to move my broadband or telephone service from Sky/ Virgin Media/ BT/ TalkTalk

<table>
<thead>
<tr>
<th>Base</th>
<th>Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services</th>
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<tbody>
<tr>
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<td>9%</td>
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<tr>
<td></td>
<td>26%</td>
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</table>

It is too much hassle, too difficult or too expensive to switch

<table>
<thead>
<tr>
<th>Base</th>
<th>Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td></td>
<td>6%</td>
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<tr>
<td></td>
<td>10%</td>
</tr>
</tbody>
</table>

Sports coverage is available through other TV channels on Sky/ Virgin Media/ BT TV/ TalkTalk TV

<table>
<thead>
<tr>
<th>Base</th>
<th>Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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Sky Sports isn't that important

<table>
<thead>
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</thead>
<tbody>
<tr>
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<td>6%</td>
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<td>28%</td>
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Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base: Sky Sports subscribers who would continue to get their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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<tr>
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<td>DE</td>
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<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
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</tr>
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<td>o</td>
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Significance Level: 95%

Unweighted total

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| Effective Weighted Sample

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SPONTANEOUS RESPONSES

Can't get other TV providers/ limited choice/ limited coverage/ no other options available

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<tbody>
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<td>3%</td>
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<td>4%</td>
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<td>35%</td>
<td>10%</td>
<td>10%</td>
<td>100%</td>
<td>-%</td>
<td>%</td>
<td>83%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>100%</td>
<td>19%</td>
<td>12%</td>
<td>38%</td>
<td>**</td>
</tr>
</tbody>
</table>
| Price/ best offer available/ good deal/ value for money

| 9  | 4  | 4  | 2  | 6  | 3  | 6  | ** | ** | ** | 8  | 3 | 5 | 1 | ** |
|----|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|
| 3% | 4% | 2% | 2% | 2% | 6% | 2% | ** | ** | ** | 2% | 3%| 4%| 1%| **|
| 38%| 42%|20%| 63%| 37%| 62%|** | ** | ** |** | 83%|27%|58%|15%|**|
| Other

| 14 | 3  | 6  | 5  | 11 | 3  | 13 | ** | ** | ** | 13 | 2 | 6 | 4 | ** |
|----|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|
| 4% | 4% | 3% | 6% | 4% | 4% | 4% | ** | ** | ** | 4% | 2%| 4%| 4%| **|
| 24%| 42%|34%| 81%| 19%| 95%|** | ** | ** |** | 95%|13%|45%|28%|**|
| Don't know

| 4  | 1  | 1  | 3  | 3  | 1  | 4  | ** | ** | ** | 4  | 2 | - | 2 | ** |
|----|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|
| 1% | 1% | 1% | 3% | 1% | 2% | 1% | ** | ** | ** | 1% | 2%|-%| 3%| **|
| 17%| 23%|60%| 77%| 23%|100%|** | ** | ** |** | 100%|43%|-%| 57%|**|

Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p

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Base: Sky Sports subscribers who would stop getting their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

Table 24

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>MEDIA</td>
</tr>
<tr>
<td>Total</td>
<td>SKY</td>
<td>179</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>SKY</td>
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</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>192</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>227</td>
</tr>
<tr>
<td>Switch to a TV service provider with Sky Sports</td>
<td>SKY</td>
<td>145</td>
</tr>
<tr>
<td>Switch to a TV service provider without Sky Sports</td>
<td>SKY</td>
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</tr>
<tr>
<td>Stop subscribing to any pay TV services</td>
<td>SKY</td>
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<tr>
<td>Don't know</td>
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<td>11</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f - g,h,i,k,l - m,n,o,p</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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### Table 24

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<table>
<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY BB</td>
<td>SKY TV &amp; OTHER BB</td>
<td>FREE TO AIR &amp; OTHER BB</td>
</tr>
<tr>
<td></td>
<td>EXCEPT SKY BB</td>
<td>SKY TV &amp; VIRGIN MEDIA BB</td>
<td>FREE TO AIR &amp; VIRGIN MEDIA BB</td>
</tr>
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<td>a</td>
<td>~b</td>
<td>~c</td>
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<tr>
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<tr>
<td>Unweighted total</td>
<td>227</td>
<td>70</td>
<td>36</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>192</td>
<td>59</td>
<td>31</td>
</tr>
<tr>
<td>Switch to a TV service provider with Sky Sports</td>
<td>145</td>
<td>47</td>
<td>32%</td>
</tr>
<tr>
<td>Switch to a TV service provider without Sky Sports</td>
<td>33</td>
<td>7</td>
<td>15%</td>
</tr>
<tr>
<td>Stop subscribing to any pay TV services</td>
<td>37</td>
<td>14</td>
<td>17%</td>
</tr>
<tr>
<td>Don't know</td>
<td>11</td>
<td>2</td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE)

Base: Sky Sports subscribers who would stop getting their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>SKY SPORTS</td>
<td>SKY SPORTS AND BT SPORT</td>
<td>SKY SPORTS BUT NOT BT SPORT</td>
<td>SKY SPORTS 1/2 AND BT SPORT</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Unweighted total</td>
<td>217</td>
<td>217</td>
<td>65</td>
<td>65</td>
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<td>Effective Weighted Sample</td>
<td>227</td>
<td>227</td>
<td>70</td>
<td>70</td>
<td>156</td>
</tr>
<tr>
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<td>145</td>
<td>145</td>
<td>52</td>
<td>52</td>
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<tr>
<td>Switch to a TV service provider without Sky Sports</td>
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<td>Stop subscribing to any pay TV services</td>
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<td>9</td>
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<td>Don't know</td>
<td>11</td>
<td>11</td>
<td>4</td>
<td>4</td>
<td>7</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter - Base: 01727 899 399
Table 24
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE)

Base : Sky Sports subscribers who would stop getting their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY FOOTBALL</td>
<td>MENTION OF</td>
</tr>
<tr>
<td>ANY FOOTBALL</td>
<td>OF PL</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
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<tr>
<td>Total</td>
<td>227</td>
</tr>
<tr>
<td></td>
<td>59%</td>
</tr>
<tr>
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<td>145</td>
</tr>
<tr>
<td></td>
<td>64%</td>
</tr>
<tr>
<td>Switch to a TV service provider without Sky Sports</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Stop subscribing to any pay TV services</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>Don't know</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g,h,i,j,k</td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE)

Base : Sky Sports subscribers who would stop getting their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
</tr>
<tr>
<td></td>
<td>** ** ** ** ** ** ** **</td>
<td>** ** ** ** ** ** ** **</td>
</tr>
<tr>
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<td>-b</td>
</tr>
<tr>
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<td>33</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>227</td>
<td>35</td>
</tr>
<tr>
<td>Switch to a TV service provider with Sky Sports</td>
<td>145 ** ** ** ** ** ** ** **</td>
<td>64% ** ** ** ** ** ** ** **</td>
</tr>
<tr>
<td>Switch to a TV service provider without Sky Sports</td>
<td>33 ** ** ** ** ** ** ** **</td>
<td>15% ** ** ** ** ** ** ** **</td>
</tr>
<tr>
<td>Stop subscribing to any pay TV services</td>
<td>37 ** ** ** ** ** ** ** **</td>
<td>17% ** ** ** ** ** ** ** **</td>
</tr>
<tr>
<td>Don't know</td>
<td>11 ** ** ** ** ** ** ** **</td>
<td>5% ** ** ** ** ** ** ** **</td>
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<tr>
<td>Columns Tested</td>
<td>a,b,c,d,e,f,g h - i,j,k,l,m,n,o</td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would...

(SINGLE CODE)

Table 24

<table>
<thead>
<tr>
<th>Base: Sky Sports subscribers who would stop getting their TV service from their current provider if Sky Sports was no longer available on that service but was available on other pay TV services</th>
</tr>
</thead>
<tbody>
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<td>SEC</td>
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<tr>
<td>Total</td>
</tr>
<tr>
<td>Unweighted total</td>
</tr>
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<tr>
<td>Total</td>
</tr>
<tr>
<td>Switch to a TV service provider with Sky Sports</td>
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<tr>
<td>Switch to a TV service provider without Sky Sports</td>
</tr>
<tr>
<td>Stop subscribing to any pay TV services</td>
</tr>
<tr>
<td>Don't know</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 1 - NO SKY SPORTS**

Base : All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
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<td>SKY MEDIA TV</td>
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<td>VIRGIN</td>
<td>TALK TV</td>
<td>BB</td>
</tr>
<tr>
<td></td>
<td>ANY PAY TV</td>
<td>FREE TO AIR</td>
<td>TV</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ANY SKY BB</td>
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<td></td>
<td>SKY TV &amp; SKY BB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>BT TV &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>VIRGIN MEDIA BB</td>
</tr>
<tr>
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<td></td>
<td></td>
<td>TT TV &amp; TT BB</td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
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<td>b 497</td>
<td>c 97</td>
</tr>
<tr>
<td></td>
<td>d 7</td>
<td>e 11</td>
<td>f 612</td>
</tr>
<tr>
<td></td>
<td></td>
<td>g 267</td>
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<td>m 267</td>
<td>n 6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>o 87</td>
<td>p 10</td>
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<tr>
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<td>78</td>
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<td>115</td>
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<td>39</td>
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<td>289</td>
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<tr>
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<tr>
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<td>14</td>
<td>11</td>
</tr>
<tr>
<td>WOULD DO</td>
<td>11%</td>
<td>14%</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>**</td>
</tr>
<tr>
<td>WOULD CONTINUE WITH</td>
<td>53%</td>
<td>55%</td>
<td>**</td>
</tr>
<tr>
<td>PROVIDER</td>
<td>5%</td>
<td>16%</td>
<td>**</td>
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<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT</td>
<td>145</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>PROVIDER AND WOULD</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>MOVE WITH SKY SPORTS</td>
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</tr>
<tr>
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<td></td>
<td></td>
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<tr>
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<td>4</td>
<td>3</td>
</tr>
<tr>
<td>PROVIDER AND WOULD</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>MOVE WITHOUT SKY</td>
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<td></td>
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</tr>
<tr>
<td>SPORTS</td>
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<td></td>
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<tr>
<td>WOULD LEAVE CURRENT</td>
<td>37</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>PROVIDER AND WOULD</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>STOP SUBSCRIBING TO</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY PAY TV</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT</td>
<td>11</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>PROVIDER BUT ARE NOT</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>SURE WHAT THEY'D</td>
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<tr>
<td>CHANGE TO</td>
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</table>

Columns Tested: a,b,c,d,e,f-g,h,i,j,k,l-m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY BB</td>
<td>SKY TV &amp; BB</td>
</tr>
<tr>
<td>EXCEPT</td>
<td>&amp; NOT VIRGIN BB</td>
<td>&amp; OTHER BB &amp; OTHER BB &amp; TT BB</td>
</tr>
<tr>
<td>SKY BB</td>
<td>&amp; SKY TV &amp;</td>
<td>&amp; SKY TV &amp;</td>
</tr>
<tr>
<td>UNWIE</td>
<td>VIRGIN MEDIA</td>
<td>&amp; SKY TV &amp;</td>
</tr>
<tr>
<td>EFFECTED</td>
<td>BASE SAMPLE</td>
<td>&amp; SKY TV &amp;</td>
</tr>
<tr>
<td>TOTAL</td>
<td>642</td>
<td>30</td>
</tr>
</tbody>
</table>
| Unweighted total | 612 | 181 | 101 | 24 | 27 | 29 | 40 | 10 | - | - | - | - | - | 36
| Effective Weighted Sample | 549 | 162 | 90 | 21 | 25 | 26 | 35 | 9 | - | - | - | - | - | 32
| Significance Level: 95% | 642 | 194 | 107 | 24 | 30 | 33 | 34 | 8 | - | - | - | - | - | 38
| Unweighted total | 612 | 181 | 101 | 24 | 27 | 29 | 40 | 10 | - | - | - | - | - | 36
| Effective Weighted Sample | 549 | 162 | 90 | 21 | 25 | 26 | 35 | 9 | - | - | - | - | - | 32
| Total | 642 | 194 | 107 | 24 | 30 | 33 | 34 | 8 | - | - | - | - | - | 38

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Summary for Scenario 1 - No Sky Sports

Base: All Sky Sports subscribers (who are responsible for the household television service)

|                  | Total | SKY SPORTS | BT SPORT | SKY SPORTS AND BT SPORT | SKY SPORTS BUT NOT BT SPORT | SKY SPORTS BUT NOT SKY SPORTS | NEITHER SKY SPORTS NOR BT SPORT | SKY SPORTS 1/2 AND BT SPORT | SKY SPORTS 1/2 BUT NOT BT SPORT | SKY SPORTS 1/2 NOT BT SPORT | EITHER SKY SPORTS OR BT SPORT |
|------------------|-------|------------|----------|-------------------------|-----------------------------|-------------------------------|--------------------------------|--------------------------------|--------------------------------|-------------------------------|-------------------------------|-----------------------------|
|                  |       | a          | b        | c                       | d                           | -e                           | -f                             | g                              | h                              | i                            | j                           |
| Significance Level: 95% | 100%  | 35%        | 35%      | 65%                     | -%                          | -%                           | 91%                           | 34%                            | 57%                           | 100%                         | 57%                         |
| Unweighted total | 612   | 612        | 211      | 211                     | 401                         | -                            | -                             | 560                            | 206                            | 354                          | 612                          |
| Effective Weighted Sample | 549   | 189        | 189      | 360                     | -                            | -                            | 502                           | 185                            | 317                          | 549                          |
| Total            | 642   | 642        | 225      | 225                     | 417                         | -                            | -                             | 586                            | 219                            | 367                          | 642                          |

**WON'T KNOW WHAT WOULD DO**

|                  |       | 100%       | 35%      | 35%                     | 65%                         | -%                           | -%                            | 91%                           | 34%                            | 57%                           | 100%                         |
|                  |       | 78         | 30       | 48                      | -                           | -                            | 71                            | 28                             | 43                             | 78                            |

**WOULD CONTINUE WITH PROVIDER**

|                  |       | 100%       | 37%      | 37%                     | 63%                         | -%                           | -%                            | 90%                           | 36%                            | 54%                           | 100%                         |
|                  |       | 338        | 125      | 213                     | -                           | -                            | 303                           | 121                            | 181                            | 338                           |

**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH SKY SPORTS**

|                  |       | 100%       | 36%      | 36%                     | 64%                         | -%                           | -%                            | 94%                           | 34%                            | 59%                           | 100%                         |
|                  |       | 145        | 52       | 52                      | 94                          | -                            | -                            | 137                           | 50                             | 86                            | 145                          |

**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT SKY SPORTS**

|                  |       | 100%       | 36%      | 36%                     | 64%                         | -%                           | -%                            | 90%                           | 36%                            | 54%                           | 100%                         |
|                  |       | 33         | 6        | 6                      | 27                          | -                            | -                            | 28                            | 6                              | 21                            | 33                           |

**WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV**

|                  |       | 100%       | 19%      | 19%                     | 81%                         | -%                           | -%                            | 83%                           | 19%                            | 65%                           | 100%                         |
|                  |       | 6%         | 4%       | 4%                     | 7%                          | -%                           | -%                            | 6%                            | 4%                             | 8%                            | 6%                           |

**WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO**

|                  |       | 100%       | 35%      | 35%                     | 65%                         | -%                           | -%                            | 100%                          | 35%                            | 65%                           | 100%                         |
|                  |       | 11         | 4        | 4                      | 7                           | -                            | -                            | 11                            | 4                              | 7                             | 11                           |

Columns Tested: a, b, c, d, e, f, g, h, i, j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 25

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS

Base: All Sky Sports subscribers (who are responsible for the household television service)

**REASON FOR GETTING SKY SPORTS**

<table>
<thead>
<tr>
<th>ANY MENTION OF</th>
<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF PL</th>
<th>MENTION OF CL AND</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF SPORT</th>
<th>SPORTS</th>
<th>ONLY NON-SPORT</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
<td>642</td>
<td>612</td>
<td>549</td>
<td>642</td>
<td>549</td>
<td>549</td>
</tr>
<tr>
<td></td>
<td>60%</td>
<td>43%</td>
<td>28%</td>
<td>27%</td>
<td>36%</td>
<td>84%</td>
<td>73%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
<td>7%</td>
<td>9%</td>
<td>11%</td>
<td>12%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>40%</td>
<td>17%</td>
<td>15%</td>
<td>29%</td>
<td>77%</td>
<td>70%</td>
<td>7%</td>
<td>11%</td>
</tr>
</tbody>
</table>
| **DON'T KNOW WHAT WOULD DO** | 78 | 47 | 31 | 13 | 12 | 23 | 60 | 54 | 6 | 8 | 18 | **
|                | 12% | 12% | 11% | 7% | 9% | 11% | 12% | 9% | 10% | 10% | **
|                | 61% | 40% | 17% | 15% | 29% | 77% | 70% | 7% | 11% | 24% | **
| **WOULD CONTINUE WITH PROVIDER** | 338 | 203 | 151 | 107 | 105 | 132 | 278 | 246 | 32 | 52 | 94 | **
|                | 60% | 45% | 32% | 31% | 39% | 82% | 73% | 9% | 15% | 28% | **
| **WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH SKY SPORTS** | 145 | 90 | 60 | 41 | 41 | 55 | 135 | 114 | 21 | 9 | 45 | **
|                | 23% | 23% | 22% | 23% | 23% | 25% | 24% | 32% | 11% | 26% | **
|                | 62% | 41% | 28% | 26% | 38% | 93% | 79% | 14% | 6% | 31% | **
| **WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT SKY SPORTS** | 33 | 19 | 14 | 8 | 7 | 13 | 23 | 21 | 2 | 8 | 8 | **
|                | 5% | 5% | 5% | 4% | 4% | 5% | 4% | 4% | 3% | 9% | 4% | **
|                | 58% | 41% | 38% | 20% | 38% | 70% | 64% | 6% | 23% | 23% | **
| **WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV** | 37 | 19 | 13 | 9 | 9 | 17 | 31 | 26 | 5 | 6 | 9 | **
|                | 6% | 5% | 5% | 5% | 5% | 7% | 6% | 5% | 8% | 5% | **
|                | 51% | 35% | 24% | 24% | 46% | 83% | 69% | 14% | 15% | 23% | **
| **WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO** | 11 | 5 | 5 | 3 | 3 | 4 | 9 | 9 | - | * | 1 | **
|                | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 2% | -% | 1% | 1% | **
|                | 50% | 45% | 25% | 25% | 38% | 83% | 83% | -% | 4% | 13% | **

Columns Tested: a,b,c,d,e,f,g,h,i,k

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 25

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NO MENTION OF FOOTBALL</td>
<td>GENERAL</td>
</tr>
<tr>
<td></td>
<td>ANY MENTION OF SPORT</td>
<td>MENTION OF PARTICULAR SPORTS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ONLY NON-SPORT REASONS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY MENTION OF PL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>a 612</td>
<td>b 100</td>
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<td>549</td>
<td>89</td>
</tr>
<tr>
<td>Total</td>
<td>642</td>
<td>104</td>
</tr>
</tbody>
</table>

Significance Level: 95%

- DON'T KNOW WHAT WOULD DO
  - 78
    - 12
    - 6
    - 17
    - 15
    - 14
    - 4
    - 77
    - 71
    - 71

- WOULD CONTINUE WITH PROVIDER
  - 338
    - 58
    - 41
    - 59
    - 81
    - 71
    - 32
    - 34
    - 338
    - 311
    - 311

- WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH SKY SPORTS
  - 145
    - 26
    - 17
    - 24
    - 31
    - 31
    - 18
    - 15
    - 145
    - 137
    - 137

- WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT SKY SPORTS
  - 33
    - 4
    - 3
    - 3
    - 5
    - 5
    - 1
    - 1
    - 33
    - 29
    - 29

- WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV
  - 37
    - 4
    - 3
    - 5
    - 7
    - 5
    - 3
    - 2
    - 37
    - 32
    - 32

- WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO
  - 11
    - 1
    - 1
    - 2
    - 2
    - 2
    - 2
    - 1
    - 1
    - 11
    - 11
    - 11

Columns Tested: a,b,c,d,e,f,g - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 1 - NO SKY SPORTS**

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTH</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MINORITY</td>
<td></td>
<td>IRELAND</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>612</td>
<td>133</td>
<td>300</td>
<td>179</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>549</td>
<td>125</td>
<td>277</td>
<td>172</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>642</td>
<td>185</td>
<td>319</td>
<td>138</td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

Unweighted total:
- **Total**: 612
- **AB**: 29%
- **C1C2**: 50%
- **DE**: 22%
- **White**: 86%
- **Ethnic Group**: 14%
- **England**: 89%
- **Scotland**: 85%
- **Welsh**
- **N. Ireland**
- **Age**:
  - **16-34**: 48%
  - **35-54**: 31%
  - **55-74**: 20%
  - **75+**: 6%
- **Sex**:
  - **Male**: 46%
  - **Female**: 54%

Effective Weighted Sample:
- **Total**: 549
- **AB**: 25%
- **C1C2**: 88%
- **DE**: 11%
- **White**: 86%
- **Ethnic Group**: 10%
- **England**: 76%
- **Scotland**: 14%
- **Welsh**
- **N. Ireland**
- **Age**:
  - **16-34**: 31%
  - **35-54**: 46%
  - **55-74**: 20%
  - **75+**: 4%
- **Sex**:
  - **Male**: 45%
  - **Female**: 55%

### Summary for Scenario 1 - No Sky Sports

- **Don't know what would do**: 78
- **Would continue with provider**: 338
- **Would leave current provider and move with Sky Sports**: 145
- **Would leave current provider and move without Sky Sports**: 33
- **Would leave current provider and stop subscribing to any Pay TV**: 37
- **Would leave current provider but are not sure what they'd change to**: 11

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 26

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 1 - NO SKY SPORTS**

Base: All Sky Sports subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SKY SPORTS AVAILABILITY</th>
<th>ONLY ON CURRENT PLATFORM</th>
<th>ON OTHER PLATFORMS</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>a</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>612</td>
<td>287</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>549</td>
<td>258</td>
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<tr>
<td>Total</td>
<td>642</td>
<td>290</td>
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<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>DON'T KNOW WHAT WOULD DO</td>
<td>78</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>44%</td>
</tr>
<tr>
<td>WOULD CONTINUE WITH PROVIDER</td>
<td>338</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>42%</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH SKY SPORTS</td>
<td>145</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>49%</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT SKY SPORTS</td>
<td>33</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>49%</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV</td>
<td>37</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>53%</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO</td>
<td>11</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 1 - NO SKY SPORTS**

Base: All Sky Sports subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 1

**Table 27**

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA TV &amp; BB</td>
<td>VIRGIN MEDIA TV &amp; TT BB</td>
</tr>
<tr>
<td></td>
<td>BT &amp; TT BB</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
<th>Total</th>
<th>SKY</th>
<th>VIRGIN</th>
<th>BT TV</th>
<th>TALK TALK TV</th>
<th>ANY PAY TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN</th>
<th>BT</th>
<th>TALK TALK</th>
<th>OTHER</th>
<th>NONE</th>
<th>SKY TV &amp; BB</th>
<th>BT TV &amp; BB</th>
<th>VIRGIN MEDIA TV &amp; TT BB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>540</td>
<td>443</td>
<td>84</td>
<td>6</td>
<td>7</td>
<td>540</td>
<td>-</td>
<td>237</td>
<td>100</td>
<td>92</td>
<td>27</td>
<td>30</td>
<td>45</td>
<td>237</td>
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<td>75</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>75</td>
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<td>7</td>
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<td>23</td>
<td>27</td>
<td>39</td>
<td>216</td>
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<tr>
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<td>467</td>
<td>84</td>
<td>7</td>
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<td>37</td>
<td>258</td>
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</tr>
<tr>
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<td>**</td>
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<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>WOULD CONTINUE WITH PROVIDER</td>
<td>338</td>
<td>277</td>
<td>54</td>
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<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH SKY SPORTS</td>
<td>145</td>
<td>121</td>
<td>19</td>
<td>**</td>
<td>**</td>
<td>145</td>
<td>-</td>
<td>64</td>
<td>23</td>
<td>32</td>
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<td>**</td>
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</tr>
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<td>22%</td>
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<td>**</td>
<td>**</td>
<td>25%</td>
<td>**</td>
<td>22%</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT SKY SPORTS</td>
<td>33</td>
<td>28</td>
<td>4</td>
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<td>**</td>
<td>33</td>
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<td>18</td>
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<td>**</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>5%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>4%</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV</td>
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<td>33</td>
<td>4</td>
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<td>**</td>
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<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>6%</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO</td>
<td>11</td>
<td>8</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>11</td>
<td>-</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
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</tr>
<tr>
<td>2%</td>
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<td>**</td>
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<td>**</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
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</tr>
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<td>71%</td>
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<td>**</td>
<td>**</td>
<td>**</td>
<td>100%</td>
<td>**</td>
<td>**</td>
<td>71%</td>
<td>19%</td>
<td>8%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>37%</td>
<td>**</td>
<td>19%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS

Base: All Sky Sports subscribers (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 1

Table 27

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 27: Summary for Scenario 1 - No Sky Sports

#### SOLUS TV

<table>
<thead>
<tr>
<th></th>
<th>SKY TV Excl. Sky BB</th>
<th>SKY TV &amp; Any BB</th>
<th>SKY TV &amp; Virgin Media</th>
<th>SKY TV &amp; Other BB</th>
<th>SKY TV &amp; NO BB</th>
<th>Virgin Media TV &amp; NOT</th>
<th>Virgin Media TV</th>
<th>Free to Air &amp; BT BB</th>
<th>Free to Air &amp; Virgin Media</th>
<th>Free to Air &amp; Sky BB</th>
<th>Free to Air &amp; Other BB</th>
<th>Free to Air &amp; NO BB</th>
<th>Only Has BT Sport App</th>
<th>Only Has BT Sport App No BT TV</th>
<th>Only Has BT Sport App No BT TV No BT TV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>540</td>
<td>161</td>
<td>87</td>
<td>21</td>
<td>25</td>
<td>28</td>
<td>37</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>33</td>
<td>33</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>484</td>
<td>143</td>
<td>77</td>
<td>18</td>
<td>23</td>
<td>25</td>
<td>32</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>29</td>
<td>29</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>565</td>
<td>171</td>
<td>90</td>
<td>21</td>
<td>27</td>
<td>32</td>
<td>31</td>
<td>6</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>35</td>
<td>35</td>
<td>-</td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>30%</td>
<td>16%</td>
<td>**</td>
<td>**</td>
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<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
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Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 1 - NO SKY SPORTS**

Base: All Sky Sports subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 1

**SPORTS CHANNEL SUBSCRIBERS**

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS

Base : All Sky Sports subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 1

### REASON FOR GETTING SKY SPORTS

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<th>CL AS MAIN REASON</th>
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<td>c</td>
<td>d</td>
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### Significance Level: 95%

| Columns Tested: a,b,c,d,e,f,g,h,i,j,k |

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS

Base: All Sky Sports subscribers (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 1

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Significance Level: 95%

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Unweighted total

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Total

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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS

Base : All Sky Sports subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 1

Table 27

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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WOULD CONTINUE WITH PROVIDER

| WOULD CONTINUE WITH PROVIDER | AB | C1C2 | DE | WHITE | EU | SCOT LAND | LAND |\n|------------------------------|---|------|----|-------|----|-----------|------|
| Unweighted total            | 338 | 86 | 173 | 79 | 279 | 59 | 293 | * | * | * | 315 |
| Effective Weighted Sample   | 26% | 33% | 24% | 20% | 27% | 19% | 25% | * | * | * | 26% |
| Total                       | 60% | 54% | 61% | 64% | 58% | 70% | 60% | * | * | * | 60% |

WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH SKY SPORTS

| WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH SKY SPORTS | AB | C1C2 | DE | WHITE | EU | SCOT LAND | LAND |\n|-----------------------------------------------|---|------|----|-------|----|-----------|------|
| Unweighted total                          | 145 | 53 | 67 | 25 | 130 | 15 | 123 | * | * | * | 138 |
| Effective Weighted Sample                  | 26% | 33% | 24% | 20% | 27% | 19% | 25% | * | * | * | 26% |
| Total                                      | 60% | 54% | 61% | 64% | 58% | 70% | 60% | * | * | * | 60% |

WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT SKY SPORTS

| WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT SKY SPORTS | AB | C1C2 | DE | WHITE | EU | SCOT LAND | LAND |\n|---------------------------------------------------------------|---|------|----|-------|----|-----------|------|
| Unweighted total                                              | 33 | 11 | 15 | 7 | 29 | 4 | 28 | * | * | * | 31 |
| Effective Weighted Sample                                     | 6% | 7% | 5% | 5% | 6% | 5% | 6% | * | * | * | 6% |
| Total                                                         | 34% | 45% | 20% | 20% | 88% | 12% | 64% | * | * | * | 94% |

WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV

| WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV | AB | C1C2 | DE | WHITE | EU | SCOT LAND | LAND |\n|---------------------------------------------------------------------|---|------|----|-------|----|-----------|------|
| Unweighted total                                                  | 37 | 6 | 21 | 11 | 33 | 5 | 32 | * | * | * | 35 |
| Effective Weighted Sample                                         | 7% | 4% | 8% | 9% | 7% | 6% | 7% | * | * | * | 7% |
| Total                                                             | 15% | 56% | 28% | 87% | 13% | 87% | * | * | * | 93% |

WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO

| WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO | AB | C1C2 | DE | WHITE | EU | SCOT LAND | LAND |\n|--------------------------------------------------------------------|---|------|----|-------|----|-----------|------|
| Unweighted total                                                  | 11 | 3 | 5 | 3 | 10 | 1 | 8 | * | * | * | 10 |
| Effective Weighted Sample                                         | 2% | 2% | 2% | 2% | 2% | 1% | 2% | * | * | * | 2% |
| Total                                                             | 26% | 49% | 25% | 95% | 5% | 76% | * | * | * | 92% |

Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR SCENARIO 1 - NO SKY SPORTS

Base: All Sky Sports subscribers (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 1

### SKY SPORTS AVAILABILITY

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<thead>
<tr>
<th></th>
<th>ONLY ON CURRENT PLATFORM</th>
<th>ON OTHER PLATFORMS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
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<td><strong>Total</strong></td>
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<td><strong>Total</strong></td>
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WOULD CONTINUE WITH PROVIDER

|                      |                           |                    |
|                      | 338                       | 141                |
|                      | 60%                       | 55%                |
|                      |                           | 64%                |
|                      |                           | 42%                |
|                      |                           | 58%                |

WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH SKY SPORTS

|                      |                           |                    |
|                      | 145                       | 71                 |
|                      | 26%                       | 28%                |
|                      |                           | 24%                |
|                      |                           | 49%                |
|                      |                           | 51%                |

WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT SKY SPORTS

|                      |                           |                    |
|                      | 33                        | 17                 |
|                      | 6%                        | 7%                 |
|                      |                           | 5%                 |
|                      |                           | 53%                |
|                      |                           | 47%                |

WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV

|                      |                           |                    |
|                      | 37                        | 21                 |
|                      | 7%                        | 8%                 |
|                      |                           | 5%                 |
|                      |                           | 57%                |
|                      |                           | 43%                |

WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY’D CHANGE TO

|                      |                           |                    |
|                      | 11                        | 4                  |
|                      | 2%                        | 2%                 |
|                      |                           | 40%                |
|                      |                           | 60%                |

Columns Tested: a,b
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q20. (PROMPTED) SCENARIO 2 - NO BT SPORT
If for some reason BT Sport was no longer available on Sky/ Virgin Media/ BT/ TalkTalk but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk (SINGLE CODE)

Base : All BT Sport subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
</tr>
<tr>
<td></td>
<td>VIRGIN MEDIA</td>
<td>BB</td>
</tr>
<tr>
<td></td>
<td>TALK TV</td>
<td>BT</td>
</tr>
<tr>
<td></td>
<td>FREE TO AIR</td>
<td>TALK</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OTHER</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
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<td>169</td>
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<tr>
<td></td>
<td>50%</td>
<td>34%</td>
</tr>
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Significance Level: 95%

Unweighted total

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<tr>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TV</th>
<th>OTHER</th>
<th>NONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>~j</td>
<td>~k</td>
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Effective Weighted Sample

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<th>BT TV</th>
<th>TALK TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TV</th>
<th>OTHER</th>
<th>NONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>~j</td>
<td>~k</td>
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<tr>
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Yes - would continue

<table>
<thead>
<tr>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TV</th>
<th>OTHER</th>
<th>NONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>~j</td>
<td>~k</td>
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<tr>
<td>227</td>
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No - I would NOT continue with my current service

<table>
<thead>
<tr>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TV</th>
<th>OTHER</th>
<th>NONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>~j</td>
<td>~k</td>
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</table>

Don't know

<table>
<thead>
<tr>
<th>SKY</th>
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<th>BT TV</th>
<th>TALK TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TV</th>
<th>OTHER</th>
<th>NONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>~j</td>
<td>~k</td>
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<tr>
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</table>

<table>
<thead>
<tr>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TV</th>
<th>OTHER</th>
<th>NONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>~j</td>
<td>~k</td>
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<td>11%</td>
<td>12%</td>
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<td>**</td>
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<td></td>
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<td>12%</td>
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Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q20. (PROMPTED) SCENARIO 2 - NO BT SPORT

If for some reason BT Sport was no longer available on Sky/ Virgin Media/ BT/ TalkTalk but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk (SINGLE CODE)

Base: All BT Sport subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY</strong></td>
<td><strong>FREE TO AIR &amp; BT BB</strong></td>
<td><strong>ONLY HAS BT SPORT APP</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; BT BB</strong></td>
<td><strong>FREE TO AIR &amp; FREE TO NO BB</strong></td>
<td><strong>ONLY HAS BT SPORT APP</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; Virgin Media BB</strong></td>
<td><strong>FREE TO AIR &amp; FREE TO NO BB</strong></td>
<td><strong>ONLY HAS BT SPORT APP</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; FREE TO NO BB</strong></td>
<td><strong>ONLY HAS BT SPORT APP</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; FREE TO NO BB</strong></td>
<td><strong>ONLY HAS BT SPORT APP</strong></td>
</tr>
<tr>
<td><strong>No</strong></td>
<td><strong>FREE TO AIR &amp; FREE TO NO BB</strong></td>
<td><strong>NO BT SPORT APP</strong></td>
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<table>
<thead>
<tr>
<th>SIGNIFICANCE LEVEL: 95%</th>
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<td><strong>SKY TV &amp; ANY</strong></td>
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<td><strong>SKY TV &amp; BT BB</strong></td>
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<td><strong>SKY TV &amp; Virgin Media BB</strong></td>
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<tr>
<td><strong>SKY TV &amp; OTHER BB</strong></td>
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<tr>
<td><strong>SKY TV &amp; NO BB</strong></td>
</tr>
<tr>
<td><strong>FREE TO AIR &amp; FREE TO NO BB</strong></td>
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<tr>
<td><strong>FREE TO AIR &amp; FREE TO NO BB</strong></td>
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<td><strong>FREE TO AIR &amp; FREE TO NO BB</strong></td>
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**Columns Tested:** a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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Base : All BT Sport subscribers (who are responsible for the household television service)

Table 29

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Effective Weighted Sample</td>
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Significance Level: 95%

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<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
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<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
<td>h</td>
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<tr>
<td>Total</td>
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<tr>
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<td>-227</td>
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<td>68%</td>
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<tr>
<td>No - I would NOT continue with my current service</td>
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<td>77%</td>
<td>100%</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q20. (PROMPTED) SCENARIO 2 - NO BT SPORT
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Base : All BT Sport subscribers (who are responsible for the household television service)

<table>
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<tr>
<th>Significance Level: 95%</th>
<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF PL AND CL</th>
<th>NO MENTION OF PL FOOTBALL</th>
<th>ANY MENTION OF SPORT IN GENERAL</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Total</td>
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</tr>
<tr>
<td>Unweighted total</td>
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<td>105</td>
<td>78</td>
<td>77</td>
<td>68</td>
<td>181</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 29

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20. (PROMPTED) SCENARIO 2 - NO BT SPORT**

If for some reason BT Sport was no longer available on Sky/Virgin Media/BT/TalkTalk but you could still get it on other pay TV services, would you continue to get your TV service from Sky/Virgin Media/BT/TalkTalk (SINGLE CODE)

Base: All BT Sport subscribers (who are responsible for the household television service)

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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20. (PROMPTED) SCENARIO 2 - NO BT SPORT**

If for some reason BT Sport was no longer available on Sky/ Virgin Media/ BT/ TalkTalk but you could still get it on other pay TV services, would you continue to get your TV service from Sky/ Virgin Media/ BT/ TalkTalk (SINGLE CODE)

Base : All BT Sport subscribers (who are responsible for the household television service)

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**Yes - would continue**

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<th>WALES</th>
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**No - I would NOT continue with my current service**

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<th>WALES</th>
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**Don't know**

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Columns Tested: a,b,c - d,e - f,g,h,ij - k,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q21. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

Base: BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services.

Table 30

<table>
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<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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Significance Level: 95%

Columns Tested: a,b,c,d,e - g,h,i,j,k,l - m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q21. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

Base : BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

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SPONTANEOUS RESPONSES

Can't get other TV providers/ limited choice/ limited coverage/ no other options available

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| Price/ best offer available/ good deal/value for money

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| Other

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Columns Tested: a,b,c,d,e,f-g,h,i,j,k,l-m,n,o,p

Prepared by Saville Rossiter -Base: 01727 899 399
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PROMPTED RESPONSES

I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk

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<tr>
<th>Sky TV &amp; Any BB</th>
<th>Sky TV &amp; Virgin Media</th>
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<th>Sky TV &amp; TalkTalk</th>
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I don’t want to move my broadband or telephone service from Sky/ Virgin Media/ BT/ TalkTalk

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Sports coverage is available through other TV channels on Sky/ Virgin Media/ BT TV/ TalkTalk TV

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It is too much hassle, too difficult or too expensive to switch

<table>
<thead>
<tr>
<th>Sky TV &amp; Any BB</th>
<th>Sky TV &amp; Virgin Media</th>
<th>Sky TV &amp; BT BB</th>
<th>Sky TV &amp; TalkTalk</th>
<th>Sky TV &amp; Other BB</th>
<th>Sky TV &amp; NO BB</th>
<th>Virgin Media TV &amp; NOT Virgin Media BB</th>
<th>Free to Air &amp; BT BB</th>
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BT Sport isn’t that important

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base: BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

Table 30

SPONTANEOUS RESPONSES

Can't get other TV providers/ limited choice/ limited coverage/ no other options available

Price/ best offer available/ good deal/value for money

Other

Don't know

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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Table 30

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<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
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<th>SKY SPORTS 1/2 AND BT SPORT</th>
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**PROMPTED RESPONSES**

I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk

109 82 109 82 - 26 - 82 82 - 109 48%
48% 53% 48% 53% - % 36% - % 55% 55% - % 48%
6% 100% 68% 32% - % 66% 66% - % 100%

I don't want to move my broadband or telephone service from Sky/ Virgin Media/ BT/ TalkTalk

35 15 35 15 - 20 - 13 13 - 35 15%
15% 10% 15% 10% - % 27% - % 9% 9% - % 15%
43% 100% 43% - % 57% - % 39% 39% - % 100%

Sports coverage is available through other TV channels on Sky/ Virgin Media/

BT TV/ TalkTalk TV

23 17 23 17 - 6 - 17 17 - 23 10%
10% 11% 11% 10% - % 9% - % 11% 11% - % 10%
73% 100% 73% - % 27% - % 73% 73% - % 100%

It is too much hassle, too difficult or too expensive to switch

20 15 20 15 - 6 - 14 14 - 20 9%
9% 10% 9% 10% - % 8% - % 9% 9% - % 9%
72% 100% 72% - % 28% - % 68% 68% - % 100%

BT Sport isn't that important

20 12 20 12 - 8 - 10 10 - 20 9%
9% 8% 9% 8% - % 11% - % 7% 7% - % 9%
60% 100% 60% - % 40% - % 52% 52% - % 100%

Columns Tested: a,b,c,d,e,f,g,h,i,j

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SPONTANEOUS RESPONSES

Can't get other TV providers/ limited choice/ limited coverage/ no other options available

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Price/ best offer available/ good deal/value for money

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Other

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<td>100%</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 30

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

Base: BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
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<th>ONLY NON-SPORT</th>
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<th>CL AS MAIN REASON</th>
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<td>c</td>
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<td>e</td>
</tr>
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<td>j</td>
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Significance Level: 95%

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<th>i</th>
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<th>k</th>
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PROMPTED RESPONSES

I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk

48% | 55% | 61% | 60% | 61% | 52% | 52% | 52% | 52% | 52% | 52% | 52% |

I don't want to move my broadband or telephone service from Sky/ Virgin Media/ BT/ TalkTalk

15% | 8% | 6% | 6% | 5% | 8% | 9% | 8% | 9% | 8% | 9% | 8% |

Sports coverage is available through other TV channels on Sky/ Virgin Media/ BT TV/ TalkTalk TV

10% | 12% | 11% | 12% | 12% | 12% | 13% | 13% | 13% | 13% | 13% | 13% |

It is too much hassle, too difficult or too expensive to switch

9% | 9% | 7% | 7% | 7% | 10% | 8% | 8% | 8% | 8% | 8% | 8% |

BT Sport isn't that important

9% | 9% | 8% | 8% | 8% | 8% | 9% | 9% | 9% | 9% | 9% | 9% |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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Q21. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

Base : BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

Table 30

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SPONTANEOUS RESPONSES

Can't get other TV providers/ limited choice/ limited coverage/ no other options available

<table>
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<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
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Price/ best offer available/ good deal/value for money

<table>
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<th></th>
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<th>e</th>
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Other

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Don't know

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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q21. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

Base: BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

Table 30

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<th>REASON FOR GETTING BT SPORT</th>
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PROMPTED RESPONSES

I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk

| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |

I don't want to move my broadband or telephone service from Sky/ Virgin Media/ BT/ TalkTalk

| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |

Sports coverage is available through other TV channels on Sky/ Virgin Media/ BT TV/ TalkTalk TV

| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |

It is too much hassle, too difficult or too expensive to switch

| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

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Q21. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

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<thead>
<tr>
<th>Base</th>
<th>BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services</th>
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### REASON FOR GETTING BT SPORT

#### AWARENESS SUMMARY

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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
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Table 30

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Q21. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

<table>
<thead>
<tr>
<th>Base: BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services</th>
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</thead>
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<tr>
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<td><strong>Total</strong></td>
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<td><strong>PROMPTED RESPONSES</strong></td>
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<tr>
<td>I like the rest of my TV service from Sky/ Virgin Media/ BT/ TalkTalk</td>
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<tr>
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<tr>
<td>I don't want to move my broadband or telephone service from Sky/ Virgin Media/ BT/ TalkTalk</td>
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<tr>
<td>Sports coverage is available through other TV channels on Sky/ Virgin Media/ BT TV/ TalkTalk TV</td>
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<tr>
<td>It is too much hassle, too difficult or too expensive to switch</td>
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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q21. (PROMPTED) What is your main reason for staying with your current provider? (SINGLE CODE)

Base : BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

Table 30

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<tr>
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**SPONTANEOUS RESPONSES**

Can't get other TV providers/ limited choice/ limited coverage/ no other options available

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<tr>
<td>78%</td>
<td>100%</td>
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Price/ best offer available/ good deal/value for money

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Other

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Don't know

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**Columns Tested:** a, b, c - d, e - f, g, h, i - k, l, m, n - o, p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 31

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Would your household continue to get your broadband service from BT? (SINGLE CODE)

Base: BT Broadband customers who are also BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
</tr>
<tr>
<td>Total</td>
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<td>Unweighted total</td>
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<td>52</td>
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<tr>
<td>Total</td>
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<td>61</td>
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<tr>
<td>Yes - would continue</td>
<td>85</td>
<td>55</td>
</tr>
<tr>
<td>94%</td>
<td></td>
<td>91%</td>
</tr>
<tr>
<td>No - I would NOT continue with my current service</td>
<td>5</td>
<td>5</td>
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<tr>
<td>6%</td>
<td></td>
<td>9%</td>
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Significance Level: 95%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Table 31

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>ONLY HAS BT SPORT APP</th>
<th>ONLY HAS BT SPORT NO TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY BB &amp; EXCEPT SKY BB</td>
<td>SKY TV &amp; BT BB &amp; SKY TV &amp; BT BB &amp; SKY TV &amp; OTHER BB &amp; SKY TV &amp; NO BB</td>
<td>VIRGIN MEDIA TV &amp; NOT VIRGIN MEDIA TV</td>
</tr>
<tr>
<td>Total</td>
<td>67% 67%</td>
<td>6% 6%</td>
<td>65% 65%</td>
</tr>
<tr>
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<td>86 58</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>78 52</td>
<td>52 -</td>
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<tr>
<td>Total</td>
<td>90 61</td>
<td>61 -</td>
<td>- -</td>
</tr>
<tr>
<td>Yes - would continue</td>
<td>85 55</td>
<td>55 -</td>
<td>- -</td>
</tr>
<tr>
<td>No - I would NOT continue with my current service</td>
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<td>5 -</td>
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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q22. Would your household continue to get your broadband service from BT? (SINGLE CODE)

Base : BT Broadband customers who are also BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

### SPORTS CHANNEL SUBSCRIBERS

<table>
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<tr>
<th></th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
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<td>-</td>
<td>**</td>
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<td>No - I would NOT continue with my current service</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j

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Table 31

Q22. Would your household continue to get your broadband service from BT? (SINGLE CODE)

Base: BT Broadband customers who are also BT Sport subscribers who would continue to get their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

Reason for getting Sky Sports

<table>
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<td>SPORT</td>
<td>Non-Sport</td>
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<td>30</td>
<td>23</td>
<td>17</td>
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<td>**</td>
<td>**</td>
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<td>94%</td>
<td>85</td>
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<tr>
<td>No - I would NOT continue with my current service</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

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### Table 31

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<td>-g</td>
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<td>i</td>
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</tr>
<tr>
<td>No - I would NOT continue with my current service</td>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

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<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>86</td>
<td>21</td>
<td>46</td>
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<td></td>
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<td>29</td>
<td>47</td>
</tr>
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</table>

Significance Level: 95%

Yes - would continue

- Unweighted total: 85% Yes, 5% No
- Effective Weighted Sample: 94% Yes, 6% No

No - I would NOT continue with my current service

- Unweighted total: 5% Yes, 95% No
- Effective Weighted Sample: 6% Yes, 94% No

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

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Q23. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE)

Base : BT Sport subscribers who would stop getting their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
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<td>ANY PAY TV</td>
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</tr>
<tr>
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**Unweighted total**

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Significance Level: 95%

Switch to a TV service provider with BT Sport

Switch to a TV service provider without BT Sport

Stop subscribing to any pay TV services

Don't know

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
Base: BT Sport subscribers who would stop getting their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

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<td>FREE TO</td>
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<td>EXCEPT</td>
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<td>AIR &amp;</td>
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<td>SKY BB</td>
<td>BT &amp; TT</td>
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<td>~b</td>
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<td>16</td>
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Switch to a TV service provider with BT Sport
32
43%

Switch to a TV service provider without BT Sport
9
13%

Stop subscribing to any pay TV services
21
29%

Don't know
12
16%

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE)

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 32

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE)

Base : BT Sport subscribers who would stop getting their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

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<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q23. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE)

Base : BT Sport subscribers who would stop getting their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

### Table 32

**REASON FOR GETTING SKY SPORTS**

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<thead>
<tr>
<th>MENTION OF ANY SPORT</th>
<th>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULAR</th>
<th>ONLY NON-SPORT</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
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<tr>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 32

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would...

(SINGLE CODE)

Base: BT Sport subscribers who would stop getting their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

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<td>MENTION OF PL</td>
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Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q23. (PROMPTED) If you cancelled your TV service with Sky/ Virgin Media/ BT/ TalkTalk do you think your household would... (SINGLE CODE)

Base : BT Sport subscribers who would stop getting their TV service from their current provider if BT Sport was no longer available on that service but was available on other pay TV services

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Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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SUMMARY FOR SCENARIO 2 - NO BT SPORT

Base: All BT Sport subscribers (who are responsible for the household television service)

### PAY TV PROVIDER

<table>
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<tr>
<th></th>
<th>SKY MEDIA</th>
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<th>ANY TALK TV</th>
<th>ANY PAY TV</th>
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<th>SKY MEDIA</th>
<th>BT TALK TV</th>
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</tr>
<tr>
<td><strong>WILL LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT</strong></td>
<td></td>
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<tr>
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<td>16%</td>
<td>11%</td>
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<td>**</td>
<td>32%</td>
<td>7%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>5%</td>
<td>4%</td>
<td>**</td>
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<td>**</td>
<td>**</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>WILL LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT</strong></td>
<td></td>
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</tr>
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<td>-%</td>
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<tr>
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<td>-%</td>
<td>5%</td>
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<td>**</td>
<td>**</td>
<td>**</td>
<td>-%</td>
<td>**</td>
</tr>
<tr>
<td><strong>WILL LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV</strong></td>
<td></td>
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<td>3%</td>
<td>8%</td>
<td>10%</td>
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<td>6%</td>
<td>4%</td>
<td>7%</td>
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<td>**</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>WILL LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO</strong></td>
<td></td>
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<td></td>
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<td>3%</td>
<td>7%</td>
</tr>
<tr>
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<td>**</td>
<td>**</td>
<td>-%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e, f, g,h,i,j,k,l, m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
## Table 33

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 2 - NO BT SPORT**

Base : All BT Sport subscribers (who are responsible for the household television service)

### SOLUS TV

<table>
<thead>
<tr>
<th></th>
<th>SKY TV &amp; ANY BB EXCEPT SKY BB</th>
<th>SKY TV &amp; BT BB &amp; TT BB</th>
<th>SKY TV &amp; VIRGIN MEDIA BB</th>
<th>SKY TV &amp; OTHER BB</th>
<th>SKY TV &amp; NO BB</th>
<th>VIRGIN MEDIA TV &amp; NOT SKY BB</th>
<th>FREE TO AIR &amp; BT BB</th>
<th>FREE TO AIR &amp; TT BB</th>
<th>FREE TO AIR &amp; SKY BB</th>
<th>FREE TO AIR &amp; OTHER BB</th>
<th>FREE TO AIR &amp; NO BB</th>
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</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
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<tr>
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<td>82</td>
<td>2</td>
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<td>4</td>
<td>6</td>
<td>8</td>
<td>-</td>
<td>-</td>
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<td>284</td>
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<td>73</td>
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<td>5</td>
<td>7</td>
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<td>7</td>
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*Significance Level: 95%

### BROADBAND ONLY

### BT SPORT APP

<table>
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<tr>
<th></th>
<th>ONLY HAS BT SPORT APP NO BT TV NO SKY SPORTS</th>
<th>ONLY HAS BT SPORT APP NO BT TV NO VIRGIN MEDIA TV</th>
<th>ONLY HAS BT SPORT APP NO BT TV NO OTHER BB</th>
<th>ONLY HAS BT SPORT APP NO BT TV NO NO BB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DON'T KNOW WHAT WOULD DO</strong></td>
<td>35</td>
<td>15</td>
<td>13</td>
<td>-</td>
</tr>
<tr>
<td><strong>WILL CONTINUE WITH PROVIDER</strong></td>
<td>227</td>
<td>66</td>
<td>61</td>
<td>-</td>
</tr>
<tr>
<td><strong>WILL LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT</strong></td>
<td>32</td>
<td>7</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td><strong>WILL LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT</strong></td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
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<td>21</td>
<td>4</td>
<td>3</td>
<td>-</td>
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<tr>
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<td>12</td>
<td>5</td>
<td>4</td>
<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 33: SUMMARY FOR SCENARIO 2 - NO BT SPORT

Base: All BT Sport subscribers (who are responsible for the household television service)

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SPORTS CHANNEL SUBSCRIBERS

<table>
<thead>
<tr>
<th></th>
<th><strong>SKY SPORTS</strong></th>
<th><strong>BT SPORT</strong></th>
<th><strong>SKY SPORTS AND BT SPORT</strong></th>
<th><strong>SKY SPORTS BUT NOT BT SPORT</strong></th>
<th><strong>BT SPORT BUT NOT SKY SPORTS</strong></th>
<th><strong>NEITHER SKY SPORTS NOR BT SPORT</strong></th>
<th><strong>SKY SPORTS 1/2 AND BT SPORT</strong></th>
<th><strong>SKY SPORTS 1/2 BUT NOT BT SPORT</strong></th>
<th><strong>EITHER SKY SPORTS OR BT SPORT</strong></th>
</tr>
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<tr>
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<td>105</td>
<td>206</td>
<td>206</td>
<td>316</td>
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<td>185</td>
<td>185</td>
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#### Significance Level: 95%

**DON’T KNOW WHAT WOULD DO**

<table>
<thead>
<tr>
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<th><strong>Total</strong></th>
<th><strong>a</strong></th>
<th><strong>b</strong></th>
<th><strong>c</strong></th>
<th><strong>d</strong></th>
<th><strong>e</strong></th>
<th><strong>f</strong></th>
<th><strong>g</strong></th>
<th><strong>h</strong></th>
<th><strong>i</strong></th>
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<td>10%</td>
<td>12%</td>
<td>7%</td>
<td>12%</td>
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<td>10%</td>
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<td></td>
</tr>
<tr>
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<td>100%</td>
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<td>32%</td>
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<td>77%</td>
<td>100%</td>
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**WOULD CONTINUE WITH PROVIDER**

<table>
<thead>
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<th><strong>b</strong></th>
<th><strong>c</strong></th>
<th><strong>d</strong></th>
<th><strong>e</strong></th>
<th><strong>f</strong></th>
<th><strong>g</strong></th>
<th><strong>h</strong></th>
<th><strong>i</strong></th>
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<td>227</td>
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</tr>
<tr>
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<td>66%</td>
<td>100%</td>
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**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT**

<table>
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<tr>
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<th><strong>a</strong></th>
<th><strong>b</strong></th>
<th><strong>c</strong></th>
<th><strong>d</strong></th>
<th><strong>e</strong></th>
<th><strong>f</strong></th>
<th><strong>g</strong></th>
<th><strong>h</strong></th>
<th><strong>i</strong></th>
<th><strong>j</strong></th>
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<tbody>
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<td>32</td>
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<tr>
<td><strong>Effective Weighted Sample</strong></td>
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<td>8%</td>
<td>11%</td>
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<td>10%</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td>73%</td>
<td>100%</td>
<td>73%</td>
<td>73%</td>
<td>27%</td>
<td>73%</td>
<td>73%</td>
<td>100%</td>
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**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT**

<table>
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<th><strong>a</strong></th>
<th><strong>b</strong></th>
<th><strong>c</strong></th>
<th><strong>d</strong></th>
<th><strong>e</strong></th>
<th><strong>f</strong></th>
<th><strong>g</strong></th>
<th><strong>h</strong></th>
<th><strong>i</strong></th>
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<td>4</td>
<td>4</td>
<td>9</td>
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<td></td>
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<tr>
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<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
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<td></td>
<td></td>
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</table>

**WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV**

<table>
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<th><strong>Total</strong></th>
<th><strong>a</strong></th>
<th><strong>b</strong></th>
<th><strong>c</strong></th>
<th><strong>d</strong></th>
<th><strong>e</strong></th>
<th><strong>f</strong></th>
<th><strong>g</strong></th>
<th><strong>h</strong></th>
<th><strong>i</strong></th>
<th><strong>j</strong></th>
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<td>3%</td>
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<td>3%</td>
<td>13%</td>
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<td>6%</td>
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<td>27%</td>
<td>33%</td>
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<td>100%</td>
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</tbody>
</table>

**WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO**

<table>
<thead>
<tr>
<th></th>
<th><strong>Total</strong></th>
<th><strong>a</strong></th>
<th><strong>b</strong></th>
<th><strong>c</strong></th>
<th><strong>d</strong></th>
<th><strong>e</strong></th>
<th><strong>f</strong></th>
<th><strong>g</strong></th>
<th><strong>h</strong></th>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY FOR SCENARIO 2 - NO BT SPORT

Base: All BT Sport subscribers (who are responsible for the household television service)

### Table 33

#### REASON FOR GETTING SKY SPORTS

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULARLY</th>
<th>ANY NON-SPORT REASONS</th>
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<th>CL AS MAIN REASON</th>
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<td><strong>-k</strong></td>
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<td>MENTION OF</td>
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</tr>
<tr>
<td><strong>MENTION OF PL AND CL</strong></td>
<td><strong>MENTION OF PL</strong></td>
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</tr>
<tr>
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<td>c. MENTION OF CL</td>
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<td>f. NO MENTION OF</td>
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<td>g. ANY MENTION OF SPORT</td>
<td>h. SPORTS</td>
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</tr>
<tr>
<td>i. ANY SPORTS</td>
<td>j. SPORTS</td>
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<td>l. REASONS</td>
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</tr>
<tr>
<td>316 138 105 78 77 68 181 158 23 20 67 3</td>
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<td>336 145 113 81 81 75 194 169 25 20 72 3</td>
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<tr>
<td>DON'T KNOW WHAT WOULD DO</td>
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</tr>
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<td>35 17 14 8 8 9 19 19 25 20 67 3</td>
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<tr>
<td>227 104 83 65 65 65 47 139 126 25 20 72 3</td>
<td>227 104 83 65 65 65 47 139 126 25 20 72 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>67% 72% 74% 80% 80% 63% 72% 75% **</td>
<td>** 71% **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32 13 6 6 6 11 19 14 25</td>
<td>32 13 6 6 6 11 19 14 25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10% 9% 6% 8% 8% 14% 10% 8% **</td>
<td>** 8% **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 4 4 1 1 1 5 4 **</td>
<td>** 2 **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3% 3% 3% 1% 1% 2% 3% 3% **</td>
<td>** 3% **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 1 1 *</td>
<td>* 6 5 1 **</td>
<td>** 1 **</td>
<td></td>
</tr>
<tr>
<td>6% 1% 1% 1% 1% 8% 3% 1% **</td>
<td>** 2% **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 4 4 1 1 1 5 4 **</td>
<td>** 2 **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4% 3% 3% 1% 1% 1% 3% 3% **</td>
<td>** 3% **</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY FOR SCENARIO 2 - NO BT SPORT

Base: All BT Sport subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF SPORT IN</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td></td>
<td>AWARE OF BT</td>
</tr>
<tr>
<td>NO MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF SS</td>
</tr>
<tr>
<td>ANY MENTION OF SPORT IN</td>
<td>NO MENTION OF SS</td>
</tr>
<tr>
<td>GENERAL</td>
<td>NO MENTION OF SS</td>
</tr>
<tr>
<td>ONLY NON-SPORT REASONS</td>
<td>PL AS MAIN REASON</td>
</tr>
</tbody>
</table>

Significance Level: 95%

| Columns Tested: a,b,c,d,e,f,g - i,j,k,l,m,n,o |

Effective Weighted Sample

Unweighted total

Total

DON'T KNOW WHAT WOULD DO

WOULD CONTINUE WITH PROVIDER

WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT

WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT

WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV

WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO

Prepared by Saville Rossiter-Base: 01727 899 399

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 33

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR SCENARIO 2 - NO BT SPORT

Base: All BT Sport subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MINORITY</td>
<td>NORThER N</td>
<td>16-34</td>
<td>35-54</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Total</td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>316</td>
<td>76</td>
<td>160</td>
<td>80</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>284</td>
<td>71</td>
<td>148</td>
<td>77</td>
</tr>
<tr>
<td>Total</td>
<td>336</td>
<td>102</td>
<td>172</td>
<td>62</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>316</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>284</td>
</tr>
<tr>
<td>Total</td>
<td>336</td>
</tr>
</tbody>
</table>

|                  | 30% | 51% | 18% | 91% | 82% | ** | 91% | 21% | 47% | 26% | ** | 65% | 35% |
|                  | 13% | 11% | 7%  | 11% | 10% | ** | 10% | 10% | 8%  | 15% | ** | 7%  | 16% |
|                  | 36% | 52% | 12% | 96% | 76% | ** | ** | 85% | 21% | 34% | 39% | ** | 45% | 55% |
|                  | 67% | 62% | 71% | 67% | 68% | ** | 70% | ** | ** | 70% | 71% | 70% | 67% | ** | 70% | 64% |
|                  | 28% | 54% | 18% | 93% | 84% | ** | ** | 94% | 22% | 49% | 26% | ** | 67% | 33% |
|                  | 67% | 51% | 18% | 91% | ** | ** | ** | 82% | 21% | 47% | 26% | 65% | 35% |
|                  | 10% | 11% | 7%  | 11% | 10% | ** | 10% | 10% | 8%  | 15% | ** | 7%  | 16% |
|                  | 36% | 52% | 12% | 96% | 76% | ** | ** | 85% | 21% | 34% | 39% | ** | 45% | 55% |
|                  | 67% | 62% | 71% | 67% | 68% | ** | 70% | ** | ** | 70% | 71% | 70% | 67% | ** | 70% | 64% |
|                  | 28% | 54% | 18% | 93% | 84% | ** | ** | 94% | 22% | 49% | 26% | ** | 67% | 33% |

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 2 - NO BT SPORT**

Base: All BT Sport subscribers (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>BT SPORT AVAILABILITY</th>
<th>ONLY ON CURRENT PLATFORM</th>
<th>ON OTHER PLATFORMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>316</td>
<td>220</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>284</td>
<td>198</td>
</tr>
<tr>
<td>Total</td>
<td>336</td>
<td>239</td>
</tr>
</tbody>
</table>

**DON'T KNOW WHAT WOULD DO**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>35</td>
<td>24</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>

**WOULD CONTINUE WITH PROVIDER**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>227</td>
<td>164</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>67%</td>
<td>69%</td>
</tr>
<tr>
<td>Total</td>
<td>67%</td>
<td>72%</td>
</tr>
</tbody>
</table>

**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>32</td>
<td>21</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Total</td>
<td>33%</td>
<td>67%</td>
</tr>
</tbody>
</table>

**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>21</td>
<td>16</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>25%</td>
<td>75%</td>
</tr>
</tbody>
</table>

**WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>49%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b
## Table 35

### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 2 - NO BT SPORT**

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

### REASON FOR TAKING BOTH SKY SPORTS AND BT SPORT

<table>
<thead>
<tr>
<th>Reason</th>
<th>TO WATCH ALL LIVE PL MATCHES</th>
<th>TO WATCH A WIDE RANGE OF SPORTS</th>
<th>BT SPORT DIDN'T COST MUCH EXTRA/ WAS FREE</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>211</td>
<td>69</td>
<td>63</td>
<td>52</td>
<td>19</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>189</td>
<td>62</td>
<td>56</td>
<td>47</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>73</td>
<td>68</td>
<td>56</td>
<td>20</td>
</tr>
<tr>
<td><strong>DON'T KNOW WHAT WOULD DO</strong></td>
<td>27</td>
<td>5</td>
<td>6</td>
<td>8</td>
<td>**</td>
</tr>
<tr>
<td>12%</td>
<td>6%</td>
<td>9%</td>
<td>14%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>17%</td>
<td>21%</td>
<td>28%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td><strong>WOULD CONTINUE WITH PROVIDER</strong></td>
<td>154</td>
<td>56</td>
<td>47</td>
<td>40</td>
<td>**</td>
</tr>
<tr>
<td>68%</td>
<td>77%</td>
<td>69%</td>
<td>71%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>36%</td>
<td>30%</td>
<td>26%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td><strong>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT</strong></td>
<td>24</td>
<td>9</td>
<td>8</td>
<td>2</td>
<td>**</td>
</tr>
<tr>
<td>10%</td>
<td>13%</td>
<td>12%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>40%</td>
<td>33%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td><strong>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT</strong></td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>**</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>29%</td>
<td>30%</td>
<td>41%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td><strong>WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV</strong></td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>**</td>
</tr>
<tr>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>20%</td>
<td>44%</td>
<td>24%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td><strong>WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO</strong></td>
<td>8</td>
<td>-</td>
<td>3</td>
<td>2</td>
<td>**</td>
</tr>
<tr>
<td>3%</td>
<td>-%</td>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>3%</td>
<td>-%</td>
<td>34%</td>
<td>27%</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 2 - NO BT SPORT**

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>IMPORTANCE OF BOTH BT SPORT AND SKY SPORTS</th>
<th>VERY IMPORTANT</th>
<th>FAIRLY IMPORTANT</th>
<th>NEITHER/ NOR</th>
<th>FAIRLY UNIMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>211</td>
<td>83</td>
<td>67</td>
<td>26</td>
<td>15</td>
<td>16</td>
<td>150</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>189</td>
<td>73</td>
<td>61</td>
<td>23</td>
<td>13</td>
<td>16</td>
<td>134</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>87</td>
<td>73</td>
<td>29</td>
<td>15</td>
<td>16</td>
<td>160</td>
</tr>
<tr>
<td>DON'T KNOW WHAT WOULD DO</td>
<td>27</td>
<td>13</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19</td>
</tr>
<tr>
<td>WOULD CONTINUE WITH PROVIDER</td>
<td>154</td>
<td>55</td>
<td>55</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>110</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT</td>
<td>24</td>
<td>14</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19</td>
</tr>
<tr>
<td>10%</td>
<td>16%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12%</td>
<td>**</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT</td>
<td>5</td>
<td>2</td>
<td>-</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
</tr>
<tr>
<td>2%</td>
<td>3%</td>
<td>-%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>**</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV</td>
<td>7</td>
<td>2</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>3%</td>
<td>2%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>**</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO</td>
<td>8</td>
<td>1</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
</tr>
<tr>
<td>3%</td>
<td>1%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 2 - NO BT SPORT**

Base: All BT Sport subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2

### PAY TV PROVIDER

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKY MEDIA TV</td>
<td>BT TV FREE TV</td>
<td>SKY TV &amp; SKY BB</td>
</tr>
<tr>
<td>Virgin</td>
<td>Media</td>
<td>Talk</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

Unweighted Total: 282
Effecive Weighted Sample: 254
Total: 301

**WOULD CONTINUE WITH PROVIDER**

| 227 | 121 | 74 | ** | 227 | - | 52 | 72 | 90 | ** | ** | ** | 52 | ** | 72 | ** |
| 75% | 81% | 73% | ** | 75% | - | 84% | 73% | 74% | ** | ** | ** | 84% | ** | 74% | ** |
| 54% | 33% | ** | ** | 100% | - | 23% | 32% | 40% | ** | ** | ** | 23% | ** | 32% | ** |

**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT**

| 32 | 16 | 11 | ** | 32 | - | 7 | 11 | 10 | ** | ** | ** | 7 | ** | 11 | ** |
| 11% | 11% | 11% | ** | 11% | - | 12% | 11% | 9% | ** | ** | ** | 12% | ** | 11% | ** |
| 51% | 34% | ** | ** | 100% | - | 23% | 34% | 33% | ** | ** | ** | 23% | ** | 34% | ** |

**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT**

| 9 | - | 5 | ** | 9 | - | 4 | 4 | 4 | ** | ** | ** | - | ** | 4 | ** |
| 3% | -% | 5% | ** | 3% | -% | -% | 4% | 3% | ** | ** | ** | -% | ** | 4% | ** |
| -% | 56% | ** | ** | 100% | -% | -% | 44% | 44% | ** | ** | ** | -% | ** | 44% | ** |

**WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV**

| 21 | 7 | 8 | ** | 21 | - | 3 | 8 | 10 | ** | ** | ** | 3 | ** | 7 | ** |
| 7% | 5% | 8% | ** | 7% | -% | 4% | 8% | 8% | ** | ** | ** | 4% | ** | 7% | ** |
| 33% | 36% | ** | ** | 100% | -% | 12% | 39% | 46% | ** | ** | ** | 12% | ** | 32% | ** |

**WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO**

| 12 | 6 | 4 | ** | 12 | - | 3 | 7 | ** | ** | ** | - | ** | 3 | ** |
| 4% | 4% | 4% | ** | 4% | -% | -% | 3% | 6% | ** | ** | ** | -% | ** | 3% | ** |
| 48% | 31% | ** | ** | 100% | -% | -% | 27% | 57% | ** | ** | ** | -% | ** | 27% | ** |

Columns Tested: a,b,c,d,f - g,h,i,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

### SUMMARY FOR SCENARIO 2 - NO BT SPORT

Base: All BT Sport subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2

**SOLUS TV**

| Sky TV & Any BB Except Sky BB | Sky TV & BT TV & Sky TV & Virgin Media & Sky TV & Other BB & Sky TV & No BB & Virgin Media TV & Not Virgin Media BB | Free to Air & Sky BB & Free to Air & Virgin Media BB & Free to Air & SKY BB & Free to Air & Other BB & Free to Air & No BB |
|--------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|
| **Total**                      | **Unweighted total**                             | **Effective Weighted Sample**                   | **Total**                                       | **WOULD CONTINUE WITH PROVIDER**                  | **WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT** | **WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT** | **WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV** | **WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO** |
| **Significance Level: 95%**    | **Unweighted total** 282                        | **Effective Weighted Sample 254**              | **Total 301**                                  | **WOULD CONTINUE WITH PROVIDER 227**              | **WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT 32** | **WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT 9** | **WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV 21** | **WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO 12** |
|                                | **Effectiveness Weighted Sample**               |                                                   |                                                 | **WOULD CONTINUE WITH PROVIDER 80%**              | **WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT 8%** | **WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT 4%** | **WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV 5%** | **WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO 6%** |

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY FOR SCENARIO 2 - NO BT SPORT

Base: All BT Sport subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2

Table 37: Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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<th>Sports Channel Subscribers</th>
<th>SKY Sports</th>
<th>BT Sport</th>
<th>SKY Sports AND BT Sport</th>
<th>SKY Sports BUT NOT BT Sport</th>
<th>BT Sport BUT NOT SKY Sports</th>
<th>SKY Sports NEITHER BT nor Sport</th>
<th>SKY Sports 1/2 AND BT Sport</th>
<th>SKY Sports 1/2 BUT NOT BT Sport</th>
<th>EITHER SKY Sports OR BT Sport</th>
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<td>254</td>
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<td>-</td>
<td>88</td>
<td>-</td>
<td>162</td>
<td>162</td>
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<td>9</td>
<td>-</td>
<td>24</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
Summary for Scenario 2 - No BT Sport

Base: All BT Sport subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2

**Reason for Getting Sky Sports**

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<tr>
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<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
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<th>Any Mention of</th>
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<tr>
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**Would Continue with Provider**

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<th>Any Mention of</th>
<th>Any Mention of</th>
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**Would Leave Current Provider and Would Move with BT Sport**

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<th>Any Mention of</th>
<th>Any Mention of</th>
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**Would Leave Current Provider and Would Move without BT Sport**

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**Would Leave Current Provider and Would Stop Subscribing to Any Pay TV**

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**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 37

**SUMMARY FOR SCENARIO 2 - NO BT SPORT**

Base: All BT Sport subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2

### REASON FOR GETTING BT SPORT

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<th>Awareness Summary</th>
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<tr>
<td>No Mention of Football</td>
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<td>Aware of Both SS &amp; Bts</td>
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<td>Aware of SS but Not Bts</td>
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<td>Only Non-Sport Reasons</td>
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<table>
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<th>ANY MENTION OF FOOTBALL</th>
<th>ANY MENTION OF PARTICULAR SPORTS</th>
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<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
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</thead>
<tbody>
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<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
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<td>f</td>
<td>g</td>
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### Columns Tested:
- a, b, c, d, e, f, g, h, i, j, k, l, m, n, o

Prepared by Saville Rossiter - Base: 01727 899 399
### SUMMARY FOR SCENARIO 2 - NO BT SPORT

**Base:** All BT Sport subscribers (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2

**Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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**Significance Level:** 95%

#### WOULD CONTINUE WITH PROVIDER

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**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT**

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**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT**

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</table>

**WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV**

<table>
<thead>
<tr>
<th>ETHNIC LEVEL</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNW</td>
<td>21</td>
<td>4</td>
<td>7%</td>
</tr>
<tr>
<td>EFFECTIVE</td>
<td>18</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

**WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO**

<table>
<thead>
<tr>
<th>ETHNIC LEVEL</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNW</td>
<td>12</td>
<td>6</td>
<td>4%</td>
</tr>
<tr>
<td>EFFECTIVE</td>
<td>10</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR SCENARIO 2 - NO BT SPORT

Base: All BT Sport subscribers (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 2

<table>
<thead>
<tr>
<th>BT SPORT AVAILABILITY</th>
<th>ONLY ON CURRENT PLATFORM</th>
<th>ON OTHER PLATFORMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>282</td>
<td>85</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>254</td>
<td>77</td>
</tr>
<tr>
<td>Total</td>
<td>301</td>
<td>87</td>
</tr>
<tr>
<td>29%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>WOULD CONTINUE WITH PROVIDER</td>
<td>227</td>
<td>63</td>
</tr>
<tr>
<td>75%</td>
<td>72%</td>
<td>77%</td>
</tr>
<tr>
<td>28%</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT</td>
<td>32</td>
<td>11</td>
</tr>
<tr>
<td>11%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>33%</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>27%</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV</td>
<td>21</td>
<td>5</td>
</tr>
<tr>
<td>7%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>25%</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>4%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>49%</td>
<td>51%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR SCENARIO 2 - NO BT SPORT**

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 2

### REASON FOR TAKING BOTH SKY SPORTS AND BT SPORT

<table>
<thead>
<tr>
<th>Reason for Taking Both Sky Sports and BT Sport</th>
<th>BT Sport Didn’t Cost Much Extra/Was Free</th>
<th>Other</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>To Watch All Live PL Matches</strong></td>
<td>a</td>
<td>b</td>
<td>~c ~d ~e</td>
</tr>
<tr>
<td>Total</td>
<td>198</td>
<td>68</td>
<td>62 48 14 5</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>185</td>
<td>64</td>
<td>56 46 14 5</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>166</td>
<td>58</td>
<td>50 42 13 4</td>
</tr>
<tr>
<td><strong>Would Continue With Provider</strong></td>
<td>154</td>
<td>56</td>
<td>47 31% ** ** **</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT</td>
<td>24</td>
<td>9</td>
<td>8 34% ** ** **</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT</td>
<td>5</td>
<td>2</td>
<td>2 36% ** ** **</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV</td>
<td>7</td>
<td>1</td>
<td>3 3% ** ** **</td>
</tr>
<tr>
<td>WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY’D CHANGE TO</td>
<td>8</td>
<td>-</td>
<td>3 4% ** ** **</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**SUMMARY FOR SCENARIO 2 - NO BT SPORT**

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 2

<table>
<thead>
<tr>
<th>IMPORTANCE OF BOTH BT SPORT AND SKY SPORTS</th>
<th>VERY IMPORTANT</th>
<th>FAIRLY IMPORTANT</th>
<th>NEITHER/NOR</th>
<th>FAIRLY UNIMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>185</td>
<td>70</td>
<td>61</td>
<td>22</td>
<td>14</td>
<td>16</td>
<td>131</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>166</td>
<td>62</td>
<td>55</td>
<td>20</td>
<td>13</td>
<td>16</td>
<td>117</td>
</tr>
<tr>
<td>Total</td>
<td>198</td>
<td>74</td>
<td>67</td>
<td>23</td>
<td>14</td>
<td>16</td>
<td>141</td>
</tr>
</tbody>
</table>

**WOULD CONTINUE WITH PROVIDER**

- Significance Level: 95%
- Unweighted total
- Effective Weighted Sample
- Total

**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITH BT SPORT**

- 24% 14% 5% ** ** ** 19% **
- 12% 19% 7% ** ** ** 13% **
- 80% 21% ** ** ** 81% **

**WOULD LEAVE CURRENT PROVIDER AND WOULD MOVE WITHOUT BT SPORT**

- 3% 3% - % ** ** ** 2% **
- 40% 2% ** ** ** 40% **

**WOULD LEAVE CURRENT PROVIDER AND WOULD STOP SUBSCRIBING TO ANY PAY TV**

- 4% 3% 7% ** ** ** 4% **
- 26% 62% ** ** ** 88% **

**WOULD LEAVE CURRENT PROVIDER BUT ARE NOT SURE WHAT THEY'D CHANGE TO**

- 8% 1% 3% ** ** ** 4% **
- 4% 1% 5% ** ** ** 3% **
- 7% 41% ** ** ** 48% **

Columns Tested: a,b,c,d,e,f,g
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 41

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT (T - 2 GAMES EACH)

Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
<td>BT TV</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Sky Sports and BT Sport</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>289</td>
<td>181</td>
<td>67</td>
<td>7</td>
</tr>
<tr>
<td>Sky Sports only</td>
<td>358</td>
<td>281</td>
<td>3</td>
</tr>
<tr>
<td>BT Sport only</td>
<td>186</td>
<td>34</td>
<td>47</td>
</tr>
<tr>
<td>Neither Sky Sports nor BT Sport</td>
<td>1680</td>
<td>490</td>
<td>238</td>
</tr>
<tr>
<td>Don't know</td>
<td>664</td>
<td>221</td>
<td>109</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT - 2 GAMES EACH

Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>SKY a</td>
<td>VIRGIN MEDIA b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TALK TV d</td>
<td>ANY PAY TV e</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SKY g</td>
<td>VIRGIN MEDIA h</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TALK TV j</td>
<td>TALK OTHER k</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SKY m</td>
<td>BT TV &amp; SKY BB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>VIRGIN MEDIA n</td>
<td>BT TV &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TT TV o</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>1159</td>
<td>473</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>1039</td>
<td>424</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>1207</td>
<td>486</td>
</tr>
<tr>
<td>ANY MENTION OF BT SPORT</td>
<td>476</td>
<td>215</td>
<td>108</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter - 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT (7 GAMES EACH)
Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SOLIS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY TV &amp; NOT</strong></td>
<td><strong>FREE TO AIR &amp; BT SPORT</strong></td>
</tr>
<tr>
<td><strong>EXCEPT</strong></td>
<td><strong>FREE NOT</strong></td>
<td><strong>ONLY HAS</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; BT BB</strong></td>
<td><strong>SKY TV &amp; NO BB</strong></td>
<td><strong>SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>&amp; TT BB</strong></td>
<td><strong>SKY TV &amp; MED</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>BB</strong></td>
<td><strong>SKY TV &amp; OTHER</strong></td>
<td><strong>NO BT TV NO</strong></td>
</tr>
<tr>
<td><strong>&amp; NO BB</strong></td>
<td><strong>SKY TV</strong></td>
<td><strong>SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>g</strong></td>
<td><strong>SKY BB</strong> &amp; <strong>FREE TO AIR &amp; NO</strong></td>
<td><strong>&amp; TT BB</strong></td>
</tr>
<tr>
<td><strong>b</strong></td>
<td><strong>FRE</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>c</strong></td>
<td><strong>AIR &amp;</strong></td>
<td><strong>BT TV</strong></td>
</tr>
<tr>
<td><strong>~d</strong></td>
<td><strong>SKY TV</strong></td>
<td><strong>NO BT TV NO</strong></td>
</tr>
<tr>
<td><strong>~e</strong></td>
<td><strong>SKY TV &amp; NO BB</strong></td>
<td><strong>SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>f</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>SKY TV</strong></td>
<td><strong>SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>g</strong></td>
<td><strong>FREE TO AIR &amp; NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>h</strong></td>
<td><strong>&amp; SKY BM</strong></td>
<td><strong>SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>i</strong></td>
<td><strong>FREE TO AIR &amp; NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>j</strong></td>
<td><strong>&amp; SKY TV</strong></td>
<td><strong>SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>k</strong></td>
<td><strong>FREE TO AIR &amp; NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>l</strong></td>
<td><strong>&amp; SKY TV &amp;</strong></td>
<td><strong>SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>m</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>n</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>o</strong></td>
<td><strong>FREE TO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>p</strong></td>
<td><strong>AIR</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>q</strong></td>
<td><strong>SKY TV</strong></td>
<td><strong>SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>r</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>s</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>t</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>u</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>v</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>w</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>x</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>y</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
<tr>
<td><strong>z</strong></td>
<td><strong>FREE TO AIR</strong> &amp; <strong>NO</strong></td>
<td><strong>&amp; SKY SPORTS</strong></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT - 2 GAMES EACH

Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get?  (SINGLE CODE)

Base: All who are responsible for the household television service

Table 41

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV</strong> &amp; <strong>ANY BB</strong></td>
<td><strong>SKY TV</strong> &amp; <strong>Virgin Media BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
</tr>
<tr>
<td><strong>SKY TV</strong> &amp; <strong>Virgin Media BB</strong></td>
<td><strong>SKY TV</strong> &amp; <strong>OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; TT TV BB</strong></td>
</tr>
<tr>
<td><strong>FREE TO AIR &amp; BT TV BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
</tr>
<tr>
<td><strong>FREE TO AIR &amp; NO BB BB</strong></td>
<td><strong>FREE TO AIR &amp; NO TV BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
</tr>
<tr>
<td><strong>FREE TO AIR &amp; NO TV BB</strong></td>
<td><strong>FREE TO AIR &amp; NO TV BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
</tr>
<tr>
<td><strong>FREE TO AIR &amp; NO TV BB</strong></td>
<td><strong>FREE TO AIR &amp; NO TV BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
<th>Total</th>
<th>SKY TV</th>
<th>SKY TV &amp; ANY BB</th>
<th>SKY TV &amp; SKY TV</th>
<th>SKY TV &amp; OTHER BB</th>
<th>SKY TV &amp; NO BB</th>
<th>FREE TO AIR &amp; BT BB</th>
<th>FREE TO AIR &amp; SKY BB</th>
<th>FREE TO AIR &amp; OTHER BB</th>
<th>FREE TO AIR &amp; NO BB</th>
</tr>
</thead>
<tbody>
<tr>
<td>3158</td>
<td>412</td>
<td>188</td>
<td>89</td>
<td>46</td>
<td>89</td>
<td>99</td>
<td>51</td>
<td>222</td>
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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT - 2 GAMES EACH
Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Sports Channel Subscribers</th>
<th>Total</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
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Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT - 2 GAMES EACH

Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

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<thead>
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<th>Sports Channel Subscribers</th>
<th>SKY SPORTS</th>
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<th>SKY SPORTS NOT BT SPORT</th>
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<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
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Significance Level: 95%

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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 41

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT - 2 GAMES EACH
Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

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<thead>
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Columns Tested: a, b, c, d, e, f, g, h, i, j, k
Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT - 2 GAMES EACH
Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

### Table 41

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Reason for Getting Sky Sports**

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<td>c</td>
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<td>273</td>
<td>180</td>
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**ANY MENTION OF BT SPORT**

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<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
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<td>188</td>
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<tr>
<td>15%</td>
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<td>47%</td>
<td>49%</td>
<td>51%</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT (7 GAMES EACH)
Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

### Table 41

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<td>PL AS MAIN</td>
<td>REASON</td>
<td>OF SS</td>
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<td>OF BOTH SS &amp; BTS</td>
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<td>OF BTS BUT NOT SS</td>
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<td>d</td>
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<td>f</td>
<td>g</td>
<td>h</td>
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<td>j</td>
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</table>

| Unweighted total | 3158 | 154 | 109 | 232 | 208 | 185 | 23 | 166 | 78 | 2701 | 2437 | 2361 | 340 | 76 | 457 | 721 |
| Effective Weighted Sample | 2817 | 137 | 97 | 210 | 186 | 15 | 21 | 149 | 70 | 2412 | 2177 | 2110 | 303 | 68 | 407 | 642 |
| Unweighted total | 3158 | 154 | 109 | 232 | 208 | 185 | 23 | 166 | 78 | 2701 | 2437 | 2361 | 340 | 76 | 457 | 721 |
| Effective Weighted Sample | 2817 | 137 | 97 | 210 | 186 | 15 | 21 | 149 | 70 | 2412 | 2177 | 2110 | 303 | 68 | 407 | 642 |

| Sky Sports and BT Sport | 289 | 91 | 59 | 60 | 110 | 101 | **36 | 46 | 284 | 277 | 276 | 8 | 5 | 13 |
| Sky Sports only | 358 | 16 | 12 | 22 | 22 | 22 | **13 | 11 | 347 | 313 | 312 | 35 | 2 | 11 | 45 |
| BT Sport only | 186 | 35 | 28 | 77 | 51 | 46 | **54 | 14 | 181 | 177 | 174 | 7 | 3 | 6 | 9 |
| Neither Sky Sports nor BT Sport | 1660 | 7 | 5 | 61 | 14 | 11 | **53 | 3 | 1442 | 1271 | 1235 | 207 | 37 | 218 | 388 |
| Don't know | 664 | 12 | 9 | 35 | 22 | 16 | **25 | 8 | 480 | 438 | 407 | 73 | 31 | 184 | 226 |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT - 2 GAMES EACH
Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

### REASON FOR GETTING BT SPORT

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<td>79%</td>
<td>76%</td>
<td>54%</td>
<td>73%</td>
<td>75%</td>
<td>50%</td>
<td>73%</td>
<td>17%</td>
<td>18%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td><strong>cg</strong></td>
<td><strong>cg</strong></td>
<td><strong>cg</strong></td>
<td><strong>cg</strong></td>
<td><strong>cg</strong></td>
<td><strong>cg</strong></td>
<td><strong>cg</strong></td>
<td><strong>cg</strong></td>
<td><strong>lmno</strong></td>
<td><strong>lmno</strong></td>
<td><strong>lmno</strong></td>
<td><strong>lmno</strong></td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td>18%</td>
<td>29%</td>
<td>34%</td>
<td>31%</td>
<td>**</td>
<td>19%</td>
<td>13%</td>
<td>98%</td>
<td>95%</td>
<td>95%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q24. (PROMPTED) SCENARIO 3A - MORE PREMIER LEAGUE ON BT SPORT (T-2 GAMES EACH)
Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Total</th>
<th>AB</th>
<th>C1C2</th>
<th>DE</th>
<th>WHITE</th>
<th>ETHNIC GROUP</th>
<th>ENGLAND</th>
<th>SCOT LAND</th>
<th>WALES</th>
<th>NORTHERN IRELAND</th>
<th>NOT SCOT LAND</th>
<th>16-34</th>
<th>35-54</th>
<th>55-74</th>
<th>75+</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>570</td>
<td>1438</td>
<td>1150</td>
<td>2769</td>
<td>382</td>
<td>2615</td>
<td>293</td>
<td>148</td>
<td>102</td>
<td>2865</td>
<td>725</td>
<td>1048</td>
<td>963</td>
<td>422</td>
<td>1566</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>535</td>
<td>1328</td>
<td>1107</td>
<td>2472</td>
<td>342</td>
<td>2337</td>
<td>267</td>
<td>132</td>
<td>97</td>
<td>2550</td>
<td>666</td>
<td>960</td>
<td>856</td>
<td>397</td>
<td>1374</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>785</td>
<td>1509</td>
<td>864</td>
<td>2734</td>
<td>417</td>
<td>2616</td>
<td>288</td>
<td>180</td>
<td>74</td>
<td>2870</td>
<td>784</td>
<td>1181</td>
<td>876</td>
<td>317</td>
<td>1588</td>
</tr>
</tbody>
</table>

| Sky Sports and BT Sport | 289 | 84 | 154 | 51 | 252 | 38 | 245 | 20 | 11 | 13 | 269 | 95 | 129 | 52 | 13 | 185 | 105 |
| Sky Sports only | 358 | 80 | 192 | 86 | 297 | 61 | 301 | 34 | 20 | 4 | 324 | 106 | 136 | 101 | 15 | 220 | 138 |
| BT Sport only | 186 | 51 | 109 | 26 | 167 | 19 | 151 | 15 | 13 | 7 | 171 | 41 | 71 | 59 | 15 | 124 | 62 |
| Neither Sky Sports nor BT Sport | 1660 | 411 | 764 | 485 | 1486 | 170 | 1377 | 128 | 107 | 48 | 1531 | 385 | 615 | 470 | 190 | 796 | 863 |
| Don't know | 664 | 158 | 291 | 216 | 532 | 128 | 542 | 91 | 30 | 1 | 573 | 158 | 229 | 193 | 84 | 263 | 401 |

| ANY MENTION OF SKY SPORTS | 647 | 164 | 346 | 137 | 548 | 99 | 545 | 54 | 31 | 18 | 594 | 201 | 265 | 153 | 28 | 404 | 243 |
| ANY MENTION OF BT SPORT | 476 | 136 | 263 | 77 | 419 | 57 | 396 | 35 | 24 | 20 | 441 | 136 | 201 | 111 | 28 | 309 | 167 |

Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 42

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

**Base**: All who would change the sports channels they get if Sky Sports and BT Sport each showed 2 live Premier League games per week

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADCAST PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA TV &amp;</td>
<td>SKY TV &amp; SKY BB</td>
</tr>
<tr>
<td></td>
<td>BT TV &amp; BT BB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>VIRGIN MEDIA BB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TALK TV &amp; TT TV</td>
<td></td>
</tr>
</tbody>
</table>

### Table 42

<table>
<thead>
<tr>
<th></th>
<th>SKY</th>
<th>VIRGIN</th>
<th>BT</th>
<th>PAY TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN</th>
<th>BT</th>
<th>TALK TALK</th>
<th>OTHER</th>
<th>NONE</th>
<th>SKY TV &amp; SKY BB</th>
<th>BT TV &amp; BT BB</th>
<th>VIRGIN MEDIA BB</th>
<th>TALK TV &amp; TT BB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>m</td>
<td>n</td>
<td>o</td>
<td>p</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>468</td>
<td>237</td>
<td>73</td>
<td>21</td>
<td>15</td>
<td>346</td>
<td>118</td>
<td>131</td>
<td>87</td>
<td>117</td>
<td>47</td>
<td>29</td>
<td>47</td>
<td>116</td>
<td>21</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>421</td>
<td>213</td>
<td>65</td>
<td>20</td>
<td>15</td>
<td>316</td>
<td>105</td>
<td>118</td>
<td>78</td>
<td>105</td>
<td>43</td>
<td>26</td>
<td>44</td>
<td>104</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>491</td>
<td>249</td>
<td>75</td>
<td>27</td>
<td>14</td>
<td>365</td>
<td>123</td>
<td>141</td>
<td>96</td>
<td>124</td>
<td>47</td>
<td>31</td>
<td>43</td>
<td>124</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>51%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>74%</td>
<td>**</td>
<td>**</td>
<td>29%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25%</td>
</tr>
</tbody>
</table>

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

|                  | 294 | 158    | 46 | **     | **        | 226 | 68     | 92 | 56       | 66    | **  | **             | **            | 83             | **            | 45            | **            |
|                  | 60% | 63%    | 62%| **     | **        | 62% | 55%    | 65| 59%      | 53%   | **  | **             | **            | 67%            | **            | 62%           | **            |
|                  | 54% | 16%    | ** | **     | 77%       | 23% | 31%    | 19| 23%      | **    | **  | **             | **            | 28%            | **            | 15%           | **            |

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

|                  | 77  | 37     | 12 | **     | **        | 56  | 20     | 22| 16       | 23    | **  | **             | **            | 19             | **            | 11            | **            |
|                  | 16% | 15%    | 16%| **     | **        | 15% | 16%    | 15| 16%      | 18%   | **  | **             | **            | 16%            | **            | 16%           | **            |
|                  | 48% | 15%    | ** | **     | 73%       | 26% | 28%    | 20| 29%      | **    | **  | **             | **            | 25%            | **            | 15%           | **            |

I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

|                  | 74  | 37     | 13 | **     | **        | 59  | 14     | 23| 16       | 11    | **  | **             | **            | 19             | **            | 12            | **            |
|                  | 15% | 15%    | 17%| **     | **        | 16% | 11%    | 16| 17%      | 9%    | **  | **             | **            | 15%            | **            | 16%           | **            |
|                  | 51% | 18%    | ** | **     | 80%       | 19% | 31%    | 22| 14%      | **    | **  | **             | **            | 26%            | **            | 16%           | **            |

Don't know

|                  | 47  | 17     | 4  | **     | **        | 24  | 21     | 4 | 8        | 25    | **  | **             | **            | 3              | **            | 4             | **            |
|                  | 10% | 7%     | 5% | **     | **        | 7%  | 17%    | 3 | 8%       | 20%   | **  | **             | **            | 2%             | **            | 6%            | **            |
|                  | 37% | 9%     | ** | **     | **        | 51% | 45%    | 10| 17%      | 53%   | **  | **             | **            | 6%             | **            | 9%            | **            |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l-m,n,o,p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base: All who would change the sports channels they get if Sky Sports and BT Sport each showed 2 live Premier League games per week

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>FREE TO AIR &amp; BT BB</strong></td>
<td><strong>ONLY HAS</strong></td>
</tr>
<tr>
<td><strong>GET</strong></td>
<td><strong>FREE TO AIR &amp; BT TV</strong></td>
<td><strong>BT SPORT APP</strong></td>
</tr>
<tr>
<td><strong>EXCEPT</strong></td>
<td><strong>FREE TO AIR &amp; BI BB</strong></td>
<td><strong>NO NT</strong></td>
</tr>
<tr>
<td><strong>SKY BB &amp; BT BB &amp; TV</strong></td>
<td><strong>FREE TO AIR &amp; FREE</strong></td>
<td><strong>NO TV</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; VIRGIN MEDIA BB</strong></td>
<td><strong>FREE TO AIR &amp; FREE</strong></td>
<td><strong>NO NO BB</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; OTHER BB &amp; TV</strong></td>
<td><strong>FREE TO AIR &amp; FREE</strong></td>
<td><strong>NO NO BB</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; FREE BB</strong></td>
<td><strong>FREE TO AIR &amp; FREE</strong></td>
<td><strong>NO NO BB</strong></td>
</tr>
<tr>
<td><strong>FREE TV &amp; FREE BB</strong></td>
<td><strong>FREE TO AIR &amp; FREE</strong></td>
<td><strong>NO NO BB</strong></td>
</tr>
<tr>
<td><strong>FREE TO AIR &amp; FREE NO BB</strong></td>
<td><strong>FREE TO AIR &amp; FREE NO BB</strong></td>
<td><strong>NO NO BB</strong></td>
</tr>
<tr>
<td><strong>FREE TO AIR &amp; FREE NO TV</strong></td>
<td><strong>FREE TO AIR &amp; FREE NO TV</strong></td>
<td><strong>NO NO TV</strong></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

- Sky TV & Any BB: 468
- Sky TV & Vir: 101
- Sky TV & Ot: 55
- Sky TV & NR: 22
- Sky TV & F: 8
- Sky TV & BB: 16
- Sky TV & TV: 16
- Sky TV & BT: 4
- Sky TV & Free: 39
- Sky TV & Free: 14
- Sky TV & Free: 9
- Sky TV & Free: 11
- Sky TV & Free: 27
- Sky TV & Free: 49
- Sky TV & Free: 13
- Sky TV & Free: 33

Effective Weighted Sample

- Sky TV & Any BB: 421
- Sky TV & Vir: 91
- Sky TV & Ot: 49
- Sky TV & NR: 20
- Sky TV & F: 8
- Sky TV & BB: 15
- Sky TV & TV: 15
- Sky TV & BT: 3
- Sky TV & Free: 34
- Sky TV & Free: 13
- Sky TV & Free: 10
- Sky TV & Free: 11
- Sky TV & Free: 1
- Sky TV & Free: 0
- Sky TV & Free: 25
- Sky TV & Free: 41
- Sky TV & Free: 12
- Sky TV & Free: 29

Total

- Sky TV & Any BB: 491
- Sky TV & Vir: 105
- Sky TV & Ot: 55
- Sky TV & NR: 22
- Sky TV & F: 9
- Sky TV & BB: 18
- Sky TV & TV: 17
- Sky TV & BT: 3
- Sky TV & Free: 40
- Sky TV & Free: 15
- Sky TV & Free: 14
- Sky TV & Free: 12
- Sky TV & Free: 24
- Sky TV & Free: 49
- Sky TV & Free: 13
- Sky TV & Free: 36

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

- 294
- 56
- 28

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

- 77
- 17
- 10

I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

- 74
- 17
- 6

Don't know

- 47
- 15
- 11

<table>
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<tr>
<th>Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p</th>
<th>Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p</th>
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<tbody>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p</td>
<td>Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p</td>
</tr>
</tbody>
</table>
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)**

Base: All who would change the sports channels they get if Sky Sports and BT Sport each showed 2 live Premier League games per week

### Table 42

**SPORTS CHANNEL SUBSCRIBERS**

<table>
<thead>
<tr>
<th>Total</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>468</td>
<td>186</td>
<td>83</td>
<td>57</td>
<td>129</td>
<td>26</td>
<td>256</td>
<td>165</td>
<td>54</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>421</td>
<td>166</td>
<td>75</td>
<td>51</td>
<td>115</td>
<td>24</td>
<td>231</td>
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<td>49</td>
</tr>
<tr>
<td>Total</td>
<td>491</td>
<td>195</td>
<td>86</td>
<td>59</td>
<td>136</td>
<td>28</td>
<td>269</td>
<td>172</td>
<td>54</td>
</tr>
<tr>
<td>I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get</td>
<td>294</td>
<td>125</td>
<td>49</td>
<td>38</td>
<td>87</td>
<td>**</td>
<td>157</td>
<td>112</td>
<td>37</td>
</tr>
<tr>
<td>60%</td>
<td>64%</td>
<td>57%</td>
<td>64%</td>
<td>64% **</td>
<td>58%</td>
<td>65%</td>
<td>67%</td>
<td>64%</td>
<td>61%</td>
</tr>
<tr>
<td>I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider</td>
<td>77</td>
<td>26</td>
<td>20</td>
<td>12</td>
<td>14</td>
<td>**</td>
<td>43</td>
<td>23</td>
<td>10</td>
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<td>16%</td>
<td>13%</td>
<td>24%</td>
<td>20%</td>
<td>11% **</td>
<td>16%</td>
<td>14%</td>
<td>18%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider</td>
<td>74</td>
<td>30</td>
<td>9</td>
<td>3</td>
<td>27</td>
<td>**</td>
<td>38</td>
<td>26</td>
<td>3</td>
</tr>
<tr>
<td>15%</td>
<td>15%</td>
<td>10%</td>
<td>4%</td>
<td>20% **</td>
<td>14%</td>
<td>15%</td>
<td>5%</td>
<td>20%</td>
<td>16%</td>
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<td>47</td>
<td>14</td>
<td>8</td>
<td>7</td>
<td>8 **</td>
<td>31</td>
<td>11</td>
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<td>6</td>
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<td>10%</td>
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<td>9%</td>
<td>12%</td>
<td>6% **</td>
<td>12%</td>
<td>6%</td>
<td>10%</td>
<td>5%</td>
<td>7%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q25. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base: All who would change the sports channels they get if Sky Sports and BT Sport each showed 2 live Premier League games per week

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL AS Main Reason</th>
<th>CL AS Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Any Football</td>
<td>Any Mention of CL</td>
<td>Any Mention of Particular Sports</td>
<td>Unweighted Total</td>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Mention of Any PL AND CL</td>
<td>No Mention of Football</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of Any PL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF PL</td>
<td>MENTION OF CL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>468</td>
<td>98</td>
<td>74</td>
<td>50</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>421</td>
<td>87</td>
<td>66</td>
<td>44</td>
</tr>
<tr>
<td>Total</td>
<td>491</td>
<td>101</td>
<td>78</td>
<td>52</td>
</tr>
<tr>
<td>Unweight Total</td>
<td>468</td>
<td>98</td>
<td>74</td>
<td>50</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>421</td>
<td>87</td>
<td>66</td>
<td>44</td>
</tr>
<tr>
<td>Total</td>
<td>491</td>
<td>101</td>
<td>78</td>
<td>52</td>
</tr>
</tbody>
</table>

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL AS Main Reason</th>
<th>CL AS Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Any Football</td>
<td>Any Mention of CL</td>
<td>Any Mention of Particular Sports</td>
<td>Unweighted Total</td>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Mention of Any PL AND CL</td>
<td>No Mention of Football</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of Any PL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF PL</td>
<td>MENTION OF CL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL AS Main Reason</th>
<th>CL AS Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Any Football</td>
<td>Any Mention of CL</td>
<td>Any Mention of Particular Sports</td>
<td>Unweighted Total</td>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Mention of Any PL AND CL</td>
<td>No Mention of Football</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of Any PL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF PL</td>
<td>MENTION OF CL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL AS Main Reason</th>
<th>CL AS Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Any Football</td>
<td>Any Mention of CL</td>
<td>Any Mention of Particular Sports</td>
<td>Unweighted Total</td>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Mention of Any PL AND CL</td>
<td>No Mention of Football</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of Any PL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF PL</td>
<td>MENTION OF CL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Don't know

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>PL AS Main Reason</th>
<th>CL AS Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Any Football</td>
<td>Any Mention of CL</td>
<td>Any Mention of Particular Sports</td>
<td>Unweighted Total</td>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Mention of Any PL AND CL</td>
<td>No Mention of Football</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of Any PL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF PL</td>
<td>MENTION OF CL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,k
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

### Base: All who would change the sports channels they get if Sky Sports and BT Sport each showed 2 live Premier League games per week

#### Table 42

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>ES MENTION OF PL</td>
<td>ANY MENTION OF SPORT</td>
</tr>
<tr>
<td>MENTION OF PL</td>
<td>c</td>
<td>e</td>
</tr>
<tr>
<td>Total</td>
<td>491</td>
<td>43</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

Unweighted total:

- Total: 468
- 41: 30
- 78: 60
- 55: 5
- 55: 20
- 444: 419
- 412: 32
- 7: 24
- 49

Effective Weighted Sample:

- Total: 421
- 37: 28
- 70: 55
- 50: 5
- 40: 19
- 399: 375
- 369: 29
- 6: 22
- 45

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get:

- 294
- 44: 39
- 33: 30
- 284: 265
- 263: 263

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider:

- 77
- 18: 17
- 17: 11
- 74: 69
- 69: 69

I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider:

- 74
- 4: 4
- 5: 65
- 56: 56

Don't know:

- 47
- 13: 6
- 6: 45
- 45: 45

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 42

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base: All who would change the sports channels they get if Sky Sports and BT Sport each showed 2 live Premier League games per week.

### SEC ETHNICITY NATION AGE SEX

<table>
<thead>
<tr>
<th></th>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Unweighted total</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
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</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service

Pay TV WholeSale Must Offer Review. 1st to 7th October 2014.

### Table 43

<table>
<thead>
<tr>
<th>Base</th>
<th>All who are responsible for the household television service</th>
<th>Pay TV Provider</th>
<th>Broadband Provider</th>
<th>Bundling TV and Broadband</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
<td>BT TV</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TALK TV</td>
<td>ANY PAY TV</td>
<td>FREE TO AIR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
<td>BT TALK OTHER</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SKY</td>
<td>SKY TV &amp; SKY BB</td>
<td>BT TV &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SKY</td>
<td>BT &amp; TT BB</td>
<td>VIRGIN MEDIA TV &amp; TT BB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOTAL</td>
<td>EFFECTIVE WEIGHTED SAMPLE</td>
<td>TOTAL</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>1159</td>
<td>473</td>
<td>104</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>1039</td>
<td>424</td>
<td>94</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>1207</td>
<td>486</td>
<td>117</td>
</tr>
</tbody>
</table>

| Significance Level: 95% | 38% | 15% | 4% | 3% | 60% | 37% | 15% | 4% | 3% | 60% | 37% | 24% | 19% | 18% | 11% | 10% | 16% | 21% | 4% | 14% | 3% |

**NO CHANGE**

- Has BTS and SS now and will keep in future: 145
  - 5%: 98
  - 68%: 30
  - 1%: 1
  - 93%: 6
  - 49
  - 42
  - 16
  - 12
  - 12
  - 12
  - 12
  - 6
  - 2
  - 6
  - 2

- Has SS only and will keep in future: 224
  - 7%: 17
  - 3%: 1
  - 90%
  - 12
  - 12
  - 12
  - 12
  - 12
  - 12
  - 12
  - 12
  - 12

- Has BTS only and will keep in future: 66
  - 2%: 1
  - 5%
  - 9%
  - 26
  - 26
  - 26
  - 1
  - 1
  - 1
  - 1
  - 1
  - 1
  - 1
  - 1
  - 1

- Has neither BTS nor SS and will keep in future: 1568
  - 50%
  - 27%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%
  - 14%

**CHANGE**

- Will change to BTS and SS: 144
  - 5%: 7
  - 57%
  - 16%
  - 3%
  - 4%
  - 80%
  - 19%
  - 40%
  - 22%
  - 15%
  - 11%
  - 5%
  - 6%
  - 36%
  - 3%
  - 16%
  - 4%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Base: All who are responsible for the household television service</th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
<td>BT TV</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>1159</td>
<td>473</td>
</tr>
<tr>
<td>38%</td>
<td>1%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2817</td>
<td>1039</td>
<td>424</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>3158</td>
<td>1207</td>
<td>486</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>1207</td>
<td>486</td>
</tr>
<tr>
<td>WILL CHANGE TO SS ONLY</td>
<td>134</td>
<td>74</td>
<td>17</td>
</tr>
<tr>
<td>4%</td>
<td>6%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>WILL CHANGE TO BTS ONLY</td>
<td>121</td>
<td>26</td>
<td>15</td>
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<tr>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
<td>92</td>
<td>67</td>
<td>20</td>
</tr>
<tr>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>664</td>
<td>221</td>
<td>109</td>
</tr>
<tr>
<td>21%</td>
<td>18%</td>
<td>22%</td>
<td>27%</td>
</tr>
<tr>
<td>DON'T KNOW WHICH CHANNELS WOULD TAKE</td>
<td>664</td>
<td>221</td>
<td>109</td>
</tr>
<tr>
<td>33%</td>
<td>16%</td>
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<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 43

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH**

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY TV &amp; ANY BB</td>
<td>SKY TV &amp; VIRGIN MEDIA &amp; NOT</td>
<td>FREE TO AIR &amp; VIRGIN MEDIA</td>
</tr>
<tr>
<td></td>
<td>EXCEPT SKY BB</td>
<td>OTHER &amp; NOT</td>
<td>&amp; BB</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>371</td>
<td>169</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>3158</td>
<td>445</td>
<td>200</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>3158</td>
<td>445</td>
<td>200</td>
</tr>
<tr>
<td><strong>NO CHANGE</strong></td>
<td>145</td>
<td>47</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>HAS BTS AND SS NOW AND WILL KEEP IN FUTURE</strong></td>
<td>224</td>
<td>62</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>HAS SS ONLY AND WILL KEEP IN FUTURE</strong></td>
<td>66</td>
<td>9</td>
<td>9</td>
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<tr>
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<td>4%</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>13%</td>
<td>-%</td>
</tr>
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<td><strong>HAS BTS ONLY AND WILL KEEP IN FUTURE</strong></td>
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<td>140</td>
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<td></td>
<td>50%</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE</strong></td>
<td>50%</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>CHANGE</strong></td>
<td>144</td>
<td>25</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter: 01727 899 399
### Summary Table for Scenario 3A - Two Games Each

#### Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sky TV &amp; Any BB</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Except Sky BB</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sky TV &amp; Virgin Media &amp; Other BB</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sky TV &amp; Sky TV &amp; No BB</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Virgin Media TV &amp; SKY TV</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Free to Air &amp; SKY BB</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Free to Air &amp; Virgin Media BB</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Free to Air &amp; Other BB</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Free to Air &amp; No BB</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>3158</td>
<td>445</td>
<td></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>2817</td>
<td>371</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>445</td>
<td></td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WILL CHANGE TO SS ONLY</strong></td>
<td>134</td>
<td>35</td>
<td>17</td>
<td>11</td>
<td><strong>5</strong></td>
<td>5</td>
<td>6</td>
<td>9</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>9</td>
<td><strong>8</strong></td>
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<tr>
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<td>121</td>
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<td><strong>6</strong></td>
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<td>3</td>
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<td><strong>29</strong></td>
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<tr>
<td><strong>WILL CHANGE TO NEITHER BTS NOR SS</strong></td>
<td>92</td>
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<td><strong>-</strong></td>
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<td><strong>-</strong></td>
<td><strong>4</strong></td>
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<tr>
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<td>664</td>
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<td>37</td>
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<td>12</td>
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#### Columns Tested:
- a, b, c, d, e, f, g, h, i, j, k, l, m - n, o, p

Prepared by Saville Rossiter - 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 43

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>EITHER SKY SPORTS 1/2 OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
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<tr>
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<td>3158</td>
<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>2441</td>
<td>560</td>
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<td>95</td>
<td>2174</td>
<td>502</td>
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<td>Total</td>
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<td>225</td>
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<td>111</td>
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</table>

**Summary:**

**Significance Level:** 95%

**Columns Tested:** a, b, c, d, e, f, g, h, i, j

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service

Table 43

<table>
<thead>
<tr>
<th>Base: All who are responsible for the household television service</th>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
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<td>3158</td>
<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>2441</td>
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<tr>
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<td>2817</td>
<td>549</td>
<td>264</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>2174</td>
</tr>
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<td>Total</td>
<td>3158</td>
<td>642</td>
<td>336</td>
<td>225</td>
<td>417</td>
<td>111</td>
<td>2405</td>
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<td>134</td>
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<td>32</td>
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<td>98</td>
<td>30</td>
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<tr>
<td>WILL CHANGE TO BTS ONLY</td>
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<td>8</td>
<td>8</td>
<td>14</td>
<td>7</td>
<td>99</td>
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<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
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<td>57</td>
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</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service

Table 43

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### REASON FOR GETTING SKY SPORTS

#### ANY MENTION OF

<table>
<thead>
<tr>
<th>ANY MENTION OF</th>
<th>SPORT IN GENERAL BUT NOT PARTICULARLY</th>
<th>NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
<tr>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>k</td>
<td></td>
<td></td>
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<td></td>
</tr>
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#### Columns Tested: a,b,c,d,e,f,g,h,i,j,k

### Significance Level: 95%

#### Unweighted total

<table>
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<tr>
<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF PL</th>
<th>MENTION OF CL AND PL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF SPORT</th>
<th>PARTICULARLY</th>
<th>PL AND CL</th>
<th>SPORTS</th>
<th>SPORTS</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td></td>
</tr>
<tr>
<td>Total 3158</td>
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<td>261</td>
<td>175</td>
<td>170</td>
<td>231</td>
<td>510</td>
<td>444</td>
<td>66</td>
<td>79</td>
<td>167</td>
<td>11</td>
</tr>
</tbody>
</table>

#### Effective Weighted Sample

| Total 2817              | 328           | 234                   | 157                     | 152                  | 208           | 456       | 397    | 60     | 72                     | 150               | 10                 |

#### Total

| Total 3158              | 384           | 273                   | 180                     | 176                  | 244           | 536       | 471    | 65     | 83                     | 175               | 10                 |

#### NO CHANGE

- HAS BTS AND SS NOW AND WILL KEEP IN FUTURE
  - Unweighted total: 145
  - Effective Weighted Sample: 12%
- HAS SS ONLY AND WILL KEEP IN FUTURE
  - Unweighted total: 224
  - Effective Weighted Sample: 7%
- HAS BTS ONLY AND WILL KEEP IN FUTURE
  - Unweighted total: 66
  - Effective Weighted Sample: 2%
- HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE
  - Unweighted total: 1568
  - Effective Weighted Sample: 50%

#### CHANGE

- WILL CHANGE TO BTS AND SS
  - Unweighted total: 144
  - Effective Weighted Sample: 5%
- HAS BTS AND SS NOW AND WILL KEEP IN FUTURE
  - Unweighted total: 144
  - Effective Weighted Sample: 5%
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service

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<thead>
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<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
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<th>Any Mention of</th>
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<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
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</table>

Significance Level: 95%

Unweighted total

Total

Effective Weighted Sample

DON'T KNOW WHICH CHANNELS WOULD TAKE
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service

### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF NO FOOTBALL</th>
<th>ANY MENTION OF PARTICULAR SPORTS</th>
<th>ANY MENTION OF OTHER SPORTS</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
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<td>154</td>
<td>109</td>
<td>232</td>
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<tr>
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<td>113</td>
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<td>196</td>
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</table>

### AWARENESS SUMMARY

#### NO CHANGE

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
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<tbody>
<tr>
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<td>53</td>
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<td>35</td>
<td>6</td>
<td>66</td>
<td>66</td>
<td>66</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>1</td>
<td>1</td>
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<td>1</td>
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<td>-</td>
</tr>
<tr>
<td>Has neither BTS nor SS and will keep in future</td>
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<td>2</td>
<td>34</td>
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<td>1191</td>
<td>1154</td>
<td>198</td>
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<td>216</td>
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</table>

#### CHANGE

WILL CHANGE TO BTS AND SS

<table>
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<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
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<td>133</td>
<td>132</td>
<td>7</td>
<td>1</td>
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<td>66</td>
<td>18</td>
<td>13</td>
<td>48</td>
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<td>24</td>
<td>**</td>
<td>35</td>
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<td>66</td>
<td>66</td>
<td>66</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Has neither BTS nor SS and will keep in future</td>
<td>1568</td>
<td>2</td>
<td>2</td>
<td>34</td>
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<td>**</td>
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<td>1352</td>
<td>1191</td>
<td>1154</td>
<td>198</td>
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<td>216</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH**

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
</tr>
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<tr>
<td>Effective Weighted Sample</td>
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</tr>
<tr>
<td>WILL CHANGE TO BTS ONLY</td>
<td></td>
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</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
<td></td>
<td></td>
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<tr>
<td>DON'T KNOW</td>
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<td></td>
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</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter: 01727 899 399
### Table 43

#### SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>MINORITY</th>
<th>NATION</th>
<th>NORTH EAST</th>
<th>AGE</th>
<th>SEX</th>
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</tr>
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<td></td>
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<td>DE</td>
<td>WHITE</td>
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<td>ENGLAND</td>
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<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
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<td>785</td>
<td>1509</td>
<td>864</td>
<td>2734</td>
</tr>
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</table>

#### NO CHANGE

| HAS BTS AND SS NOW AND WILL KEEP IN FUTURE | 145 | 45 | 73 | 27 | 133 | 12 | 119 | 9 | 8 | 9 | 136 | 31 | 74 | 32 | 8 | 102 | 43 |
| HAS SS ONLY AND WILL KEEP IN FUTURE | 224 | 58 | 119 | 47 | 190 | 34 | 200 | 12 | 10 | 2 | 212 | 50 | 90 | 76 | 8 | 133 | 91 |
| HAS BTS ONLY AND WILL KEEP IN FUTURE | 66 | 18 | 38 | 10 | 61 | 5 | 58 | 4 | 2 | 1 | 61 | 11 | 32 | 19 | 3 | 43 | 22 |
| HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE | 1568 | 383 | 730 | 455 | 1409 | 155 | 1301 | 118 | 103 | 46 | 1450 | 367 | 572 | 444 | 185 | 737 | 831 |

#### CHANGE

| WILL CHANGE TO BTS AND SS | 144 | 39 | 81 | 24 | 118 | 26 | 125 | 11 | 3 | 5 | 133 | 64 | 55 | 20 | 4 | 83 | 61 |
| WILL CHANGE TO SS ONLY | 134 | 22 | 73 | 39 | 107 | 28 | 101 | 22 | 9 | 2 | 112 | 56 | 46 | 25 | 7 | 87 | 47 |

Columns Tested: a,b,c - d,e - f,g,h - i,j,k,l,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 43

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>570</td>
<td>1438</td>
<td>1150</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>535</td>
<td>1328</td>
<td>1107</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>785</td>
<td>1509</td>
<td>864</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

Effective Weighted Sample

Total

WILL CHANGE TO BTS ONLY

WILL CHANGE TO NEITHER BTS NOR SS

DON'T KNOW

DON'T KNOW WHICH CHANNELS WOULD TAKE

Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 44

Summary Table for Scenario 3A - Two Games Each

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th></th>
<th>Unweighted Total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO CHANGE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has BTS and SS now and will keep in future</td>
<td>144</td>
<td>6%</td>
<td>144</td>
</tr>
<tr>
<td></td>
<td>119</td>
<td>10%</td>
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<tr>
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<td>14</td>
<td>8%</td>
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<td>11%</td>
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</tr>
<tr>
<td></td>
<td>22</td>
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<td>22</td>
</tr>
<tr>
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<td>106</td>
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</tr>
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<td>29</td>
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<td>9%</td>
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<tr>
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<td>18</td>
<td>9%</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has SS only and will keep in future</td>
<td>200</td>
<td>8%</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>117</td>
<td>10%</td>
<td>117</td>
</tr>
<tr>
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<td></td>
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<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has BTS only and will keep in future</td>
<td>66</td>
<td>3%</td>
<td>66</td>
</tr>
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<td>32</td>
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</tr>
<tr>
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<td>2</td>
<td>4%</td>
<td>2</td>
</tr>
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<tr>
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<td>**</td>
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<tr>
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<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has neither BTS nor SS and will keep in future</td>
<td>1191</td>
<td>48%</td>
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</tr>
<tr>
<td></td>
<td>497</td>
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<tr>
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<td>312</td>
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</tr>
<tr>
<td></td>
<td>127</td>
<td>49%</td>
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</tr>
<tr>
<td><strong>CHANGE</strong></td>
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<td></td>
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</tr>
<tr>
<td>Will change to BTS and SS</td>
<td>133</td>
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<tr>
<td></td>
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<td>7%</td>
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<td>5%</td>
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</tr>
<tr>
<td></td>
<td>52</td>
<td>7%</td>
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</tr>
<tr>
<td></td>
<td>11</td>
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<td>24</td>
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</tr>
<tr>
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<td>75</td>
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</tr>
<tr>
<td></td>
<td>7</td>
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<td>7</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>AWARENESS OF AVAILABILITY OF BT SPORT</th>
<th>MOBILE OPERATORS</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>SKY</td>
<td>FREESAT</td>
<td>VIRGIN MEDIA</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2437</td>
<td>1120</td>
<td>162</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2177</td>
<td>1006</td>
<td>145</td>
</tr>
<tr>
<td>Total</td>
<td>2477</td>
<td>1169</td>
<td>172</td>
</tr>
<tr>
<td><strong>WILL CHANGE TO BTS ONLY</strong></td>
<td>112</td>
<td>56</td>
<td>5</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>50%</td>
<td>5%</td>
<td>33%</td>
</tr>
<tr>
<td>Total</td>
<td>65%</td>
<td>12%</td>
<td>39%</td>
</tr>
<tr>
<td><strong>WILL CHANGE TO NEITHER BTS NOR SS</strong></td>
<td>81</td>
<td>53</td>
<td>9</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>65%</td>
<td>12%</td>
<td>39%</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>438</td>
<td>142</td>
<td>18</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>18%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>65%</td>
<td>12%</td>
<td>39%</td>
</tr>
<tr>
<td><strong>DON'T KNOW WHICH CHANNELS WOULD TAKE</strong></td>
<td>32%</td>
<td>4%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH**

Base : All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

### REASON FOR TAKING BOTH SKY SPORTS AND BT SPORT

<table>
<thead>
<tr>
<th>Reason</th>
<th>To Watch All Live PL Matches</th>
<th>To Watch A Wide Range of Sports</th>
<th>BT Sport Didn't Cost Much Extra/ Was Free</th>
<th>Other</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>211</td>
<td>69</td>
<td>63</td>
<td>52</td>
<td>19</td>
<td>8</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td></td>
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</tr>
<tr>
<td>189</td>
<td>62</td>
<td>56</td>
<td>47</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>225</td>
<td>73</td>
<td>68</td>
<td>56</td>
<td>20</td>
<td>8</td>
</tr>
</tbody>
</table>

**NO CHANGE**

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th>Reason</th>
<th>To Watch All Live PL Matches</th>
<th>To Watch A Wide Range of Sports</th>
<th>BT Sport Didn't Cost Much Extra/ Was Free</th>
<th>Other</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>145</td>
<td>57</td>
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<td>33</td>
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<td>Effective Weighted Sample</td>
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<tr>
<td>225</td>
<td>73</td>
<td>68</td>
<td>56</td>
<td>20</td>
<td>8</td>
</tr>
</tbody>
</table>

**CHANGE**

WILL CHANGE TO SS ONLY

<table>
<thead>
<tr>
<th>Reason</th>
<th>To Watch All Live PL Matches</th>
<th>To Watch A Wide Range of Sports</th>
<th>BT Sport Didn't Cost Much Extra/ Was Free</th>
<th>Other</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>32</td>
<td>7</td>
<td>15</td>
<td>7</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>9%</td>
<td>22%</td>
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</tr>
<tr>
<td>Total</td>
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<td></td>
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<td>20%</td>
<td>47%</td>
<td>21%</td>
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<td>**</td>
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</tr>
</tbody>
</table>

WILL CHANGE TO BTS ONLY

<table>
<thead>
<tr>
<th>Reason</th>
<th>To Watch All Live PL Matches</th>
<th>To Watch A Wide Range of Sports</th>
<th>BT Sport Didn't Cost Much Extra/ Was Free</th>
<th>Other</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>Unweighted total</td>
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<td>8</td>
<td>3</td>
<td>4</td>
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<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td></td>
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<tr>
<td>4%</td>
<td>5%</td>
<td>6%</td>
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</tr>
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<td>41%</td>
<td>45%</td>
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WILL CHANGE TO NEITHER BTS NOR SS

<table>
<thead>
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<th>Reason</th>
<th>To Watch All Live PL Matches</th>
<th>To Watch A Wide Range of Sports</th>
<th>BT Sport Didn't Cost Much Extra/ Was Free</th>
<th>Other</th>
<th>Don't Know</th>
</tr>
</thead>
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<tr>
<td><strong>Significance Level: 95%</strong></td>
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<tr>
<td>18</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td></td>
</tr>
<tr>
<td>8%</td>
<td>3%</td>
<td>4%</td>
<td>17%</td>
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<tr>
<td>Total</td>
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<tr>
<td>13%</td>
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</tbody>
</table>

**DON'T KNOW**

DON'T KNOW WHICH CHANNELS WOULD TAKE

<table>
<thead>
<tr>
<th>Reason</th>
<th>To Watch All Live PL Matches</th>
<th>To Watch A Wide Range of Sports</th>
<th>BT Sport Didn't Cost Much Extra/ Was Free</th>
<th>Other</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
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<td></td>
<td></td>
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</tr>
<tr>
<td>21</td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td>4%</td>
<td>4%</td>
<td>12%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>15%</td>
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<td></td>
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</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>IMPORTANCE OF BOTH BT SPORT AND SKY SPORTS</th>
<th>VERY IMPORTANT</th>
<th>FAIRLY IMPORTANT</th>
<th>NEITHER/ NOR</th>
<th>FAIRLY UNIMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
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<td></td>
<td></td>
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<td></td>
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<tr>
<td>Unweighted total</td>
<td>211</td>
<td>83</td>
<td>67</td>
<td>26</td>
<td>15</td>
<td>16</td>
<td>150</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>189</td>
<td>73</td>
<td>61</td>
<td>23</td>
<td>13</td>
<td>16</td>
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<tr>
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<td>225</td>
<td>87</td>
<td>73</td>
<td>29</td>
<td>15</td>
<td>16</td>
<td>160</td>
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</table>

NO CHANGE

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>145</td>
<td>72</td>
<td>52</td>
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<td>**</td>
<td>124</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>165</td>
<td>83</td>
<td>72</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>78</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>87</td>
<td>73</td>
<td>29</td>
<td>15</td>
<td>16</td>
<td>160</td>
</tr>
</tbody>
</table>

CHANGE

WILL CHANGE TO SS ONLY

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
</tr>
</thead>
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<td>**</td>
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<tr>
<td>Effective Weighted Sample</td>
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<td>7</td>
<td>13</td>
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<td>**</td>
<td>**</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>84</td>
<td>10</td>
<td>14</td>
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WILL CHANGE TO BTS ONLY

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
</tr>
</thead>
<tbody>
<tr>
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<td>8</td>
<td>1</td>
<td>2</td>
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<td>**</td>
<td>3</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>12</td>
<td>1</td>
<td>3</td>
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<td>**</td>
<td>**</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
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<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5</td>
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</table>

WILL CHANGE TO NEITHER BTS NOR SS

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
</tr>
</thead>
<tbody>
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<td>**</td>
<td>**</td>
<td>5</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>3</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>42</td>
<td>6</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8</td>
</tr>
</tbody>
</table>

DON'T KNOW

DON'T KNOW WHICH CHANNELS WOULD TAKE

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>21</td>
<td>5</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
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<td>Effective Weighted Sample</td>
<td>27</td>
<td>6</td>
<td>9</td>
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<td>**</td>
<td>**</td>
<td>8</td>
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<tr>
<td>Total</td>
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<td>11</td>
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<td>**</td>
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</table>

Columns Tested: a,b,c,d,e,f,g

Prepared by Saville Rossiter: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH**

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a

Table 47

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA</td>
<td>BT TV</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>145</td>
<td>98</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>df</td>
<td>df</td>
<td>f</td>
</tr>
<tr>
<td>68%</td>
<td>30%</td>
<td>2%</td>
</tr>
<tr>
<td>NO CHANGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HAS BTS AND SS NOW AND WILL KEEP IN FUTURE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>224</td>
<td>207</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>21%</td>
</tr>
<tr>
<td>bcd</td>
<td>f</td>
<td>f</td>
</tr>
<tr>
<td>93%</td>
<td>6%</td>
<td>-1%</td>
</tr>
<tr>
<td>HAS SS ONLY AND WILL KEEP IN FUTURE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>9</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>adf</td>
<td>def</td>
<td>af</td>
</tr>
<tr>
<td>13%</td>
<td>40%</td>
<td>47%</td>
</tr>
<tr>
<td>HAS BOTH BTS AND SS ONLY WILL KEEP IN FUTURE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1568</td>
<td>422</td>
<td>219</td>
</tr>
<tr>
<td></td>
<td>63%</td>
<td>43%</td>
</tr>
<tr>
<td>c</td>
<td>aoe</td>
<td>abc</td>
</tr>
<tr>
<td>27%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>CHANGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILL CHANGE TO BTS AND SS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>144</td>
<td>83</td>
<td>23</td>
</tr>
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<td></td>
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<td>8%</td>
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<td>f</td>
<td>f</td>
<td>f</td>
</tr>
<tr>
<td>57%</td>
<td>16%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service - excluding those who don’t know what they would do at Scenario 3a

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY a</td>
<td>VIRGIN MEDIA b</td>
</tr>
<tr>
<td>-----</td>
<td>--------</td>
<td>---------------</td>
</tr>
<tr>
<td>Total</td>
<td>2472</td>
<td>947</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2206</td>
<td>848</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>986</td>
</tr>
<tr>
<td>WILL CHANGE TO SS ONLY</td>
<td>134</td>
<td>74</td>
</tr>
<tr>
<td>WILL CHANGE TO BTS ONLY</td>
<td>121</td>
<td>26</td>
</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
<td>92</td>
<td>67</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
### Summary Table for Scenario 3A - Two Games Each

**Base:** All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a

**Significance Level:** 95%

<table>
<thead>
<tr>
<th><strong>No Change</strong></th>
<th><strong>Total</strong></th>
<th><strong>Unweighted Total</strong></th>
<th><strong>Effective Weighted Sample</strong></th>
<th><strong>Total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HAS BTS AND SS NOW AND WILL KEEP IN FUTURE</strong></td>
<td>145</td>
<td>47</td>
<td>154</td>
<td>145</td>
</tr>
<tr>
<td><strong>HAS SS ONLY AND WILL KEEP IN FUTURE</strong></td>
<td>224</td>
<td>62</td>
<td>253</td>
<td>224</td>
</tr>
<tr>
<td><strong>HAS BTS ONLY AND WILL KEEP IN FUTURE</strong></td>
<td>66</td>
<td>9</td>
<td>71</td>
<td>66</td>
</tr>
<tr>
<td><strong>HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE</strong></td>
<td>1583</td>
<td>140</td>
<td>1723</td>
<td>1583</td>
</tr>
<tr>
<td><strong>Change</strong></td>
<td><strong>Total</strong></td>
<td><strong>Unweighted Total</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>WILL CHANGE TO BTS AND SS</strong></td>
<td>144</td>
<td>25</td>
<td>168</td>
<td>144</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a

### Table 47

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; EXCEPT SKY BB</strong></td>
<td><strong>FREE TO AIR &amp; BT TV</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; VIRGIN MEDIA BB</strong></td>
<td><strong>SKY TV &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY TV</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
</tr>
<tr>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY &amp; BT BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BT TV</strong></td>
</tr>
<tr>
<td><strong>FREE TO AIR &amp; NO BT TV NO BT SPORTS</strong></td>
<td><strong>FREE TO AIR &amp; NO BT NO BT SPORTS</strong></td>
<td><strong>FREE TO AIR &amp; NO BT NO SKU SPORTS</strong></td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>2472</td>
<td>2206</td>
<td>2494</td>
</tr>
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#### Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
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<td>345</td>
<td>88</td>
<td>1847</td>
<td>495</td>
<td>187</td>
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<td>251</td>
<td>172</td>
<td>309</td>
<td>79</td>
<td>1647</td>
<td>443</td>
<td>167</td>
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<td>204</td>
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<td>93</td>
<td>1837</td>
<td>518</td>
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NO CHANGE

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<th>b</th>
<th>c</th>
<th>d</th>
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<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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<tbody>
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<td></td>
<td></td>
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<tr>
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<td>145</td>
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<td>-</td>
<td>-</td>
<td>143</td>
<td>143</td>
<td>-</td>
<td>145</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>6%</td>
<td>26%</td>
<td>49%</td>
<td>71%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>28%</td>
<td>72%</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>9%</td>
<td>40%</td>
<td>-</td>
<td>-</td>
<td>62%</td>
<td>-</td>
<td>-</td>
<td>39%</td>
<td>-</td>
<td>63%</td>
</tr>
<tr>
<td>BASE: HAS BTS AND SS NOW AND WILL KEEP IN FUTURE</td>
<td>224</td>
<td>224</td>
<td>-</td>
<td>-</td>
<td>224</td>
<td>-</td>
<td>-</td>
<td>202</td>
<td>-</td>
<td>202</td>
</tr>
<tr>
<td>BASE: HAS SS ONLY AND WILL KEEP IN FUTURE</td>
<td>100%</td>
<td>100%</td>
<td>-</td>
<td>-</td>
<td>100%</td>
<td>-</td>
<td>-</td>
<td>90%</td>
<td>-</td>
<td>90%</td>
</tr>
<tr>
<td>BASE: HAS BTS ONLY AND WILL KEEP IN FUTURE</td>
<td>66</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>66</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>66</td>
</tr>
<tr>
<td>BASE: HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE</td>
<td>3%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>100%</td>
<td>-</td>
<td>100%</td>
</tr>
<tr>
<td>BASE: HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
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</tbody>
</table>

CHANGE

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>65</td>
<td>7</td>
<td>-</td>
<td>65</td>
<td>7</td>
<td>73</td>
<td>61</td>
<td>-</td>
<td>61</td>
<td>72</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>6%</td>
<td>12%</td>
<td>2%</td>
<td>-</td>
<td>18%</td>
<td>7%</td>
<td>4%</td>
<td>12%</td>
<td>-</td>
<td>19%</td>
</tr>
<tr>
<td>Total</td>
<td>45%</td>
<td>5%</td>
<td>-</td>
<td>45%</td>
<td>5%</td>
<td>50%</td>
<td>42%</td>
<td>-</td>
<td>42%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a

### SPORTS CHANNEL SUBSCRIBERS

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
<th>Total</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>SKY SPORTS NEITHER SKY SPORTS NOR BT SPORT</th>
<th>BL SPORTS 1/2 AND NOT BT SPORT</th>
<th>BLENTHTH BT SPORT</th>
<th>EIGHTH BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>2472</td>
<td>537</td>
<td>280</td>
<td>192</td>
<td>345</td>
<td>88</td>
<td>1847</td>
<td>495</td>
<td>187</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2206</td>
<td>481</td>
<td>251</td>
<td>172</td>
<td>309</td>
<td>79</td>
<td>1647</td>
<td>443</td>
<td>167</td>
</tr>
<tr>
<td>Total</td>
<td>2494</td>
<td>564</td>
<td>297</td>
<td>204</td>
<td>360</td>
<td>93</td>
<td>1837</td>
<td>518</td>
<td>197</td>
</tr>
<tr>
<td>WILL CHANGE TO SS ONLY</td>
<td></td>
<td>134</td>
<td>32</td>
<td>37</td>
<td>32</td>
<td>-</td>
<td>5</td>
<td>98</td>
<td>30</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30</td>
<td>-</td>
</tr>
<tr>
<td>WILL CHANGE TO BTS ONLY</td>
<td></td>
<td>121</td>
<td>22</td>
<td>8</td>
<td>8</td>
<td>14</td>
<td>-</td>
<td>99</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
<td>92</td>
<td>76</td>
<td>18</td>
<td>35</td>
<td>57</td>
<td>16</td>
<td>-</td>
<td>59</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>43</td>
<td>92</td>
</tr>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Only Non-Sport</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sport in General</td>
<td>Particular PL</td>
<td>Particular CL</td>
<td>Reasons</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NO CHANGE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| HAS BTS AND SS NOW AND WILL KEEP IN FUTURE | 145 | 106 | 81 | 59 | 59 | 39 | 134 | 120 | 14 | 9 | 53 | **
|                               | 6% | 30% | 32% | 36% | 36% | 19% | 28% | 28% | 24% | 14% | 33% | **
|                               | e | el | el | el | e | e | e | e | e | e | e | e | **
| HAS SS ONLY AND WILL KEEP IN FUTURE | 224 | 142 | 92 | 54 | 54 | 82 | 195 | 170 | 25 | 28 | 56 | **
|                               | 9% | 41% | 37% | 33% | 33% | 39% | 40% | 40% | 43% | 44% | 35% | **
|                               | 63% | 41% | 25% | 24% | 37% | 37% | 76% | 11% | 12% | 25% | **
| HAS BTS ONLY AND WILL KEEP IN FUTURE | 66 | - | - | - | - | - | - | - | - | - | - | **
|                               | 3% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | **
| HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE | 1568 | - | - | - | - | - | - | - | - | - | - | **
|                               | 63% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | **
|                               | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | **
| **CHANGE**                    |                |                |                |               |                  |                  |
| WILL CHANGE TO BTS AND SS     | 144 | 47 | 34 | 19 | 19 | 19 | 57 | 51 | 6 | 8 | 27 | **
|                               | 6% | 13% | 14% | 11% | 12% | 9% | 12% | 12% | 10% | 12% | 16% | **
|                               | 32% | 24% | 13% | 13% | 13% | 40% | 36% | 4% | 5% | 18% | **

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
PAY TV WHOLESALe MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base : All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
<th>SPORT IN GENERAL BUT NOT PARTICULAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF SPORT</td>
<td>PARTICULAR SPORTS REASONS</td>
<td>PL AS MAIN REASON</td>
</tr>
<tr>
<td>OF FOOTBALL</td>
<td>OF PL AND CL</td>
<td>OF FOOTBALL</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>Total</td>
<td>a</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>Total</td>
<td>a</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 47

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Summary Table for Scenario 3A - Two Games Each

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a

Reason for Getting BT Sport

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Awareness Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

#### SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All who are responsible for the household television service - excluding those who don’t know what they would do at Scenario 3a

#### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Any mention of sport in general</th>
<th>Only non-sport reasons</th>
<th>Mention of football</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will change to SS only</td>
<td>134 (5%)</td>
<td></td>
<td></td>
<td>123 (10%)</td>
<td>123 (10%)</td>
<td>2472</td>
</tr>
<tr>
<td>Will change to BTS only</td>
<td>121 (5%)</td>
<td></td>
<td></td>
<td>115 (8%)</td>
<td>115 (8%)</td>
<td>2472</td>
</tr>
<tr>
<td>Will change to neither BTS nor SS</td>
<td>92 (4%)</td>
<td></td>
<td></td>
<td>90 (4%)</td>
<td>90 (4%)</td>
<td>2472</td>
</tr>
</tbody>
</table>

#### AWARENESS SUMMARY

<table>
<thead>
<tr>
<th>Awareness Summary</th>
<th>Aware of SS</th>
<th>Aware of BTS</th>
<th>Aware of both SS &amp; BTS</th>
<th>Aware of SS but not BTS</th>
<th>Aware of BTS but not SS</th>
<th>Not aware of SS</th>
<th>Not aware of BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2208 (13%)</td>
<td>1991 (13%)</td>
<td>1947 (13%)</td>
<td>261 (10%)</td>
<td>44 (2%)</td>
<td>264 (10%)</td>
<td>481 (2%)</td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

**Columns Tested:** a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
### Table 47

#### Summary Table for Scenario 3a - Two Games Each

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a.

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
<td>MINORITY</td>
<td>ENGLAND</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>2472</td>
<td>453</td>
<td>1158</td>
<td>861</td>
<td>2210</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>2206</td>
<td>425</td>
<td>1069</td>
<td>830</td>
<td>1971</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>2494</td>
<td>627</td>
<td>1219</td>
<td>648</td>
<td>2202</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>49%</td>
<td>26%</td>
<td>86%</td>
<td>12%</td>
<td>83%</td>
</tr>
</tbody>
</table>

#### No Change

- Has BTS and SS now and will keep in future: 224
  - Unweighted total: 145
  - Effective Weighted Sample: 66
- Has SS only and will keep in future: 1568
- Has BTS only and will keep in future: 66
- Has neither BTS nor SS and will keep in future: 1568

#### Change

- Will change to BTS and SS: 144
- Will change to SS only: 134

Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
### SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

**Base:** All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3a

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>e</td>
<td>f</td>
<td></td>
</tr>
<tr>
<td></td>
<td>g</td>
<td>h</td>
<td>i</td>
<td></td>
</tr>
<tr>
<td></td>
<td>j</td>
<td>k</td>
<td>l</td>
<td></td>
</tr>
<tr>
<td></td>
<td>m</td>
<td>n</td>
<td>o</td>
<td></td>
</tr>
<tr>
<td></td>
<td>p</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2472</td>
<td>2206</td>
<td>2494</td>
</tr>
</tbody>
</table>

**WILL CHANGE TO BTS ONLY**

|        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |   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       |        |        | four
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH**

Base: All aware of BT Sport TV channels (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 3a

### AWARENESS OF AVAILABILITY OF BT SPORT

<table>
<thead>
<tr>
<th></th>
<th>SKY</th>
<th>FREESAT</th>
<th>VIRGIN</th>
<th>FREEVIEW</th>
<th>BT</th>
<th>TALKTALK</th>
<th>NOW TV</th>
<th>MOBILE OPERATORS</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1991</td>
<td>979</td>
<td>146</td>
<td>613</td>
<td>211</td>
<td>1412</td>
<td>248</td>
<td>137</td>
<td>114</td>
<td>6</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1777</td>
<td>878</td>
<td>131</td>
<td>553</td>
<td>191</td>
<td>1261</td>
<td>222</td>
<td>122</td>
<td>102</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>2039</td>
<td>1027</td>
<td>154</td>
<td>664</td>
<td>219</td>
<td>1476</td>
<td>266</td>
<td>151</td>
<td>128</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td>8%</td>
<td>33%</td>
<td>11%</td>
<td>72%</td>
<td>13%</td>
<td>7%</td>
<td>6%</td>
<td>**</td>
<td>11%</td>
</tr>
</tbody>
</table>

### NO CHANGE

**HAS BTS AND SS NOW AND WILL KEEP IN FUTURE**

<table>
<thead>
<tr>
<th></th>
<th>SKU</th>
<th>FREESAT</th>
<th>VIRGIN</th>
<th>FREEVIEW</th>
<th>BT</th>
<th>TALKTALK</th>
<th>NOW TV</th>
<th>MOBILE OPERATORS</th>
<th>OTHER</th>
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**HAS SS ONLY AND WILL KEEP IN FUTURE**

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**HAS BTS ONLY AND WILL KEEP IN FUTURE**

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**HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE**

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### CHANGE

**WILL CHANGE TO BTS AND SS**

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<th>FREEVIEW</th>
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**WILL CHANGE TO SS ONLY**

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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter: Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 48

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All aware of BT Sport TV channels (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 3a

AWARENESS OF AVAILABILITY OF BT SPORT

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SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 3a

### Table 49

**REASON FOR TAKING BOTH SKY SPORTS AND BT SPORT**

<table>
<thead>
<tr>
<th>Reason for taking both Sky Sports and BT Sport</th>
<th>To watch all live PL matches</th>
<th>To watch a wide range of sports</th>
<th>Did sport cost much extra/ was free</th>
<th>Other</th>
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Columns Tested: a,b,c,d,e

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SUMMARY TABLE FOR SCENARIO 3A - TWO GAMES EACH

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 3a

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<th>Fairly Important</th>
<th>Neither/Not Important</th>
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NO CHANGE

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

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CHANGE

WILL CHANGE TO SS ONLY

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WILL CHANGE TO BTS ONLY

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WILL CHANGE TO NEITHER BTS NOR SS

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</tr>
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</table>

Columns Tested: a,b,c,d,e,f,g
Table 51

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. (PROMPTED) SCENARIO 3B - MORE PREMIER LEAGUE ON BT SPORT - 1/3 GAMES

Currently Sky Sports shows about 3 Premier League games per week, and BT Sport shows about 1 Premier League game per week. If this changed to a scenario where Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>TALK TO FREE TV</th>
<th>ANY PAY TV TO FREE TO AIR</th>
<th>SKY VIRGIN MEDIA BT TALK OTHER</th>
<th>SKY TV &amp; SKY BB</th>
<th>BT TV &amp; BT BB</th>
<th>VIRGIN MEDIA TV &amp; TT TV</th>
</tr>
</thead>
<tbody>
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<td>Total</td>
<td>Total</td>
<td>3158</td>
<td>1207</td>
<td>2438</td>
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<tr>
<td>Sky Sports &amp; BT Sport</td>
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<td>1207</td>
<td>2438</td>
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<td>9%</td>
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<td>2438</td>
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<td>1689</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 51

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. (PROMPTED) SCENARIO 3B - MORE PREMIER LEAGUE ON BT SPORT - 1/3 GAMES

Currently Sky Sports shows about 3 Premier League games per week, and BT Sport shows about 1 Premier League game per week. If this changed to a scenario where Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
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</tr>
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<td>a</td>
<td>b</td>
<td>c</td>
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<td>60%</td>
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<td>48%</td>
<td>6%</td>
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<td>df</td>
<td>abdef</td>
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Significance Level: 95%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter - Base: 01727 899 399
Table 51

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q26. (PROMPTED) SCENARIO 3B - MORE PREMIER LEAGUE ON BT SPORT (1/3 GAMES)

Currently Sky Sports shows about 3 Premier League games per week, and BT Sport shows about 1 Premier League game per week. If this changed to a scenario where Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Sky Sports &amp; BT Sport</th>
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<th>Sky TV &amp; NOT BB</th>
<th>Virgin Media TV &amp; NOT BB</th>
<th>FREE TO AIR &amp; BB</th>
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<td>10%</td>
<td>18%</td>
<td>10%</td>
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<tr>
<td>BT Sport only</td>
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<td>8%</td>
<td>26%</td>
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<tr>
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**Columns Tested:** a, b, c, d, e, f, g - h, i, j, k, l, m - n, o, p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 51

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Currently Sky Sports shows about 3 Premier League games per week, and BT Sport shows about 1 Premier League game per week. If this changed to a scenario where Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

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<th></th>
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<th>BT SPORT APP</th>
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<td></td>
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<td>SKY TV &amp; OTHER BB</td>
<td>SKY TV &amp; NO BB</td>
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<td></td>
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<td>b</td>
<td>c</td>
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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Total</th>
<th>SKY SPORTS / 3GAMES</th>
<th>BT SPORTS / 3GAMES</th>
<th>SKY SPORTS BUT NOT BT SPORTS</th>
<th>NEITHER SKY SPORTS NOR BT SPORTS</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORTS</th>
<th>SKY SPORTS AND BT SPORTS</th>
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<td>612</td>
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<td>211</td>
<td>401</td>
<td>105</td>
<td>2441</td>
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<td>Effective Weighted Sample</td>
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<td>284</td>
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<td>360</td>
<td>95</td>
<td>2174</td>
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<tr>
<td>Total</td>
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<td>642</td>
<td>336</td>
<td>225</td>
<td>417</td>
<td>111</td>
<td>2405</td>
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<tr>
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<tr>
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</tr>
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Significance Level: 95%

Columns Tested: a, b, c, d, e, f, g, h, i, j
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Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>SKY SPORTS NOT BT SPORT</th>
<th>SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 NOT BT SPORT</th>
<th>BT SPORT 1/2 NOT SKY SPORT</th>
<th>SKY SPORTS NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>2441</td>
<td>560</td>
<td>206</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>549</td>
<td>284</td>
<td>189</td>
<td>360</td>
<td>95</td>
<td>2174</td>
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<td>185</td>
</tr>
<tr>
<td>Total</td>
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<td>2405</td>
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<td>7%</td>
<td>13%</td>
<td>4%</td>
<td>76%</td>
<td>19%</td>
<td>7%</td>
<td>12%</td>
</tr>
</tbody>
</table>

ANY MENTION OF SKY SPORTS

| Total                       | a          | b       | c                            | d                      | e                       | f                          | g                           | h                       | i                               |
|-----------------------------|------------|---------|c                            | d                      | e                       | f                          | g                           | h                       | i                               |
| Unweighted total            | 598        | 444     | 175                          | 669                    | 275                     | 6                          | 148                         | 415                     | 165                            |
| Effective Weighted Sample   | 528        | 274     | 243                          | 166                    | 108                     | 77                         | 177                         | 264                     | 164                            |
|ANY MENTION OF BT SPORT      | 17%        | 43%     | 72%                          | 74%                    | 26%                     | 69%                        | 7%                          | 45%                     | 75%                            |

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q26. (PROMPTED) SCENARIO 3B - MORE PREMIER LEAGUE ON BT SPORT - 1/3 GAMES**

Currently Sky Sports shows about 3 Premier League games per week, and BT Sport shows about 1 Premier League game per week. If this changed to a scenario where Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

**Base : All who are responsible for the household television service**

---

**REASON FOR GETTING SKY SPORTS**

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of</th>
<th>Sport in General but Not Particular</th>
<th>Only Non-Sport</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Mention of Any Football</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
<tr>
<td>Mentions of PL</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>Mentions of CL</td>
<td>k</td>
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</table>

**Significance Level: 95%**

Unweighted total: 3158, Effective Weighted Sample: 2817

Total: 3158, 12%

Sky Sports and BT Sport: 285, 9%

Sky Sports only: 313, 10%

BT Sport only: 243, 8%

Neither Sky Sports nor BT Sport: 1669, 53%

Don’t know: 648, 21%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. (PROMPTED) SCENARIO 3B - MORE PREMIER LEAGUE ON BT SPORT - 1/3 GAMES

Currently Sky Sports shows about 3 Premier League games per week, and BT Sport shows about 1 Premier League game per week. If this changed to a scenario where Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for getting Sky Sports</th>
<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF PL AND CL</th>
<th>MENTION OF PL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION</th>
<th>SPORTS</th>
<th>SPORTS</th>
<th>SPORTS</th>
<th>ONLY NON-SPORT</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Any mention of Sky Sports</strong></td>
<td><strong>Total</strong></td>
<td><strong>Unweighted total</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
<td><strong>Total</strong></td>
<td><strong>Unweighted total</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
<td><strong>Unweighted total</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
<td><strong>Unweighted total</strong></td>
<td><strong>Effective Weighted Sample</strong></td>
<td><strong>Unweighted total</strong></td>
</tr>
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</tr>
<tr>
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<td>170</td>
<td>231</td>
<td>510</td>
<td>444</td>
<td>66</td>
<td>79</td>
<td>167</td>
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<td>Effective Weighted Sample</td>
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<td>234</td>
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<td>152</td>
<td>208</td>
<td>456</td>
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<td>72</td>
<td>150</td>
</tr>
<tr>
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<td>536</td>
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<td>386</td>
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<td>528</td>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>
Table 51

**Reason for Getting BT Sport**

<table>
<thead>
<tr>
<th>Mention of Sport in</th>
<th>Any Mention of Sport</th>
<th>No Mention of Football</th>
<th>Any Mention of PL</th>
<th>Any Mention of Particular AR Sports</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>AWARE of SS</th>
<th>AWARE of BTS</th>
<th>AWARE of BOTH SS &amp; BTS</th>
<th>AWARE of SS BUT NOT BTS</th>
<th>AWARE of BTS BUT NOT SS</th>
<th>Not Aware of SS</th>
<th>Not Aware of BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
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<td>Significance Level: 95%</td>
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<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>154</td>
<td>109</td>
<td>232</td>
<td>208</td>
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<td>2734</td>
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<td>330</td>
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<td>Sky Sports and BT Sport</td>
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<td>112</td>
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<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>3%</td>
<td>-</td>
</tr>
<tr>
<td>Sky Sports only</td>
<td>313</td>
<td>6</td>
<td>5</td>
<td>14</td>
<td>10</td>
<td>9 **</td>
<td>11</td>
<td>5</td>
<td>305</td>
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<td>5%</td>
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<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>BT Sport only</td>
<td>243</td>
<td>40</td>
<td>30</td>
<td>79</td>
<td>57</td>
<td>51 **</td>
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<td>26%</td>
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<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Neither Sky Sports nor BT Sport</td>
<td>1669</td>
<td>12</td>
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<td>53</td>
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<td>51%</td>
<td>64%</td>
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<td>52%</td>
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<tr>
<td>Don't know</td>
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<td>39</td>
<td>23</td>
<td>18 **</td>
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<td>8</td>
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<td>431</td>
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<td>66</td>
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<td>9%</td>
<td>16%</td>
<td>10%</td>
<td>9%</td>
<td>16%</td>
<td>10%</td>
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<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q26. (PROMPTED) SCENARIO 3B - MORE PREMIER LEAGUE ON BT SPORT - 1/3 GAMES

Currently Sky Sports shows about 3 Premier League games per week, and BT Sport shows about 1 Premier League game per week. If this changed to a scenario where Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>MENTION OF PL</td>
<td>NO MENTION OF FOOTBALL</td>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
<td>GENERAL OR BOTH SPORTS</td>
</tr>
<tr>
<td>OF ANY footnote pl</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td></td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td></td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
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<tr>
<td>SIGNIFICANCE LEVEL: 95%</td>
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<td></td>
<td></td>
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<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>154</td>
<td>109</td>
<td>232</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>137</td>
<td>97</td>
<td>210</td>
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<td>Total</td>
<td>3158</td>
<td>160</td>
<td>113</td>
<td>254</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter: 01727 899 399
### Table 51

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Currently Sky Sports shows about 3 Premier League games per week, and BT Sport shows about 1 Premier League game per week. If this changed to a scenario where Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week, but everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>NOT SCOTTISH LAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MINORITY</td>
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</tr>
<tr>
<td>Total</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>570</td>
<td>1438</td>
<td>1150</td>
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<td>1328</td>
<td>1107</td>
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<td>Total</td>
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<td>785</td>
<td>1509</td>
<td>864</td>
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</table>

**Sky Sports and BT Sport**

<table>
<thead>
<tr>
<th>Total</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>285</td>
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<td>9%</td>
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<td>9%</td>
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<tr>
<td>23%</td>
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<td>23%</td>
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</table>

**Sky Sports only**

<table>
<thead>
<tr>
<th>Total</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>313</td>
<td>71</td>
<td>169</td>
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<tr>
<td>10%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>23%</td>
<td>54%</td>
<td>23%</td>
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</table>

**BT Sport only**

<table>
<thead>
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<th>Total</th>
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<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>243</td>
<td>71</td>
<td>136</td>
</tr>
<tr>
<td>8%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>29%</td>
<td>56%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Neither Sky Sports nor BT Sport**

<table>
<thead>
<tr>
<th>Total</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1660</td>
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<td>51%</td>
</tr>
<tr>
<td>24%</td>
<td>46%</td>
<td>30%</td>
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</table>

**Don't know**

<table>
<thead>
<tr>
<th>Total</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
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<td>648</td>
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<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>25%</td>
<td>43%</td>
<td>32%</td>
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</table>

**ANY MENTION OF SKY SPORTS**

<table>
<thead>
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<th>Total</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
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<tr>
<td>596</td>
<td>153</td>
<td>318</td>
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<tr>
<td>19%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>26%</td>
<td>53%</td>
<td>21%</td>
</tr>
</tbody>
</table>

**ANY MENTION OF BT SPORT**

<table>
<thead>
<tr>
<th>Total</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>528</td>
<td>152</td>
<td>285</td>
</tr>
<tr>
<td>17%</td>
<td>19%</td>
<td>19%</td>
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<tr>
<td>29%</td>
<td>54%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i - k,l,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
Table 52

PAY TV WHOLESAL MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base: All who would change the sports channels they get if Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week

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<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA TV &amp; SKY BB</td>
<td>BT TV &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td>TALK TALK TV FREE TO AIR</td>
<td>OTHER</td>
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<tr>
<td>Total</td>
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<td>a</td>
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<td>238</td>
</tr>
<tr>
<td>Total</td>
<td>508</td>
<td>280</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>14%</td>
</tr>
<tr>
<td>I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get</td>
<td>292</td>
<td>161</td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>16%</td>
</tr>
<tr>
<td>I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider</td>
<td>83</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>53%</td>
<td>14%</td>
</tr>
<tr>
<td>I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider</td>
<td>89</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>13%</td>
</tr>
<tr>
<td>Don't know</td>
<td>44</td>
<td>24</td>
</tr>
<tr>
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</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base: All who would change the sports channels they get if Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week

Table 52

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
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<td>SKY TV &amp; TT</td>
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<td>b</td>
</tr>
<tr>
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<tr>
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<td>110</td>
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</table>

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

<table>
<thead>
<tr>
<th>%</th>
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<th>b</th>
<th>c</th>
<th>d</th>
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<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
<th>p</th>
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</tbody>
</table>

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

<table>
<thead>
<tr>
<th>%</th>
<th>a</th>
<th>b</th>
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<th>d</th>
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<th>n</th>
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<td></td>
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</tr>
</tbody>
</table>

I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

<table>
<thead>
<tr>
<th>%</th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
<th>p</th>
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</thead>
<tbody>
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<td>10%</td>
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</table>

Don't know

<table>
<thead>
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<th>%</th>
<th>a</th>
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<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
<th>p</th>
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<tbody>
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</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter - Base: 01727 899 399
Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014.

Q27. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base: All who would change the sports channels they get if Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week.

Table 52

<table>
<thead>
<tr>
<th>Sports Channel Subscribers</th>
<th>Total</th>
<th>Sky Sports</th>
<th>BT Sport</th>
<th>Sky Sports and BT Sport</th>
<th>Sky Sports but Not BT Sport</th>
<th>Neither Sky Sports nor BT Sport</th>
<th>Sky Sports 1/2 but Not BT Sport</th>
<th>Sky Sports 1/2 and BT Sport</th>
<th>Either Sky Sports or BT Sport</th>
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</thead>
<tbody>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
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<td>483</td>
<td>210</td>
<td>71</td>
<td>50</td>
<td>160</td>
<td>21</td>
<td>252</td>
<td>186</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>432</td>
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<td>64</td>
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<td>226</td>
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<td>219</td>
<td>73</td>
<td>51</td>
<td>168</td>
<td>22</td>
<td>267</td>
<td>194</td>
<td>49</td>
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</tbody>
</table>

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

<table>
<thead>
<tr>
<th></th>
<th>Sky Sports</th>
<th>BT Sport</th>
<th>Sky Sports and BT Sport</th>
<th>Sky Sports but Not BT Sport</th>
<th>Neither Sky Sports nor BT Sport</th>
<th>Sky Sports 1/2 but Not BT Sport</th>
<th>Sky Sports 1/2 and BT Sport</th>
<th>Either Sky Sports or BT Sport</th>
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</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>292</td>
<td>125</td>
<td>42</td>
<td>28</td>
<td>97</td>
<td>153</td>
<td>110</td>
<td>83</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>43%</td>
<td>57%</td>
<td>16%</td>
<td>22%</td>
<td>14%</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>508</td>
<td>219</td>
<td>73</td>
<td>51</td>
<td>168</td>
<td>22</td>
<td>267</td>
<td>194</td>
</tr>
</tbody>
</table>

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

<table>
<thead>
<tr>
<th></th>
<th>Sky Sports</th>
<th>BT Sport</th>
<th>Sky Sports and BT Sport</th>
<th>Sky Sports but Not BT Sport</th>
<th>Neither Sky Sports nor BT Sport</th>
<th>Sky Sports 1/2 but Not BT Sport</th>
<th>Sky Sports 1/2 and BT Sport</th>
<th>Either Sky Sports or BT Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
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<td>34</td>
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<td>11</td>
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<td>43</td>
<td>31</td>
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<tr>
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<td>14%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
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<tr>
<td>Total</td>
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<td>37</td>
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</table>

I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

<table>
<thead>
<tr>
<th></th>
<th>Sky Sports</th>
<th>BT Sport</th>
<th>Sky Sports and BT Sport</th>
<th>Sky Sports but Not BT Sport</th>
<th>Neither Sky Sports nor BT Sport</th>
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</tr>
</thead>
<tbody>
<tr>
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<td>41</td>
<td>9</td>
<td>7</td>
<td>34</td>
<td>46</td>
<td>37</td>
<td>43</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>19%</td>
<td>13%</td>
<td>13%</td>
<td>20%</td>
<td>17%</td>
<td>19%</td>
<td>21%</td>
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<tr>
<td>Total</td>
<td>89</td>
<td>41</td>
<td>9</td>
<td>7</td>
<td>34</td>
<td>46</td>
<td>37</td>
<td>43</td>
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</tbody>
</table>

Don't know

<table>
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<tr>
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<th>BT Sport</th>
<th>Sky Sports and BT Sport</th>
<th>Sky Sports but Not BT Sport</th>
<th>Neither Sky Sports nor BT Sport</th>
<th>Sky Sports 1/2 but Not BT Sport</th>
<th>Sky Sports 1/2 and BT Sport</th>
<th>Either Sky Sports or BT Sport</th>
</tr>
</thead>
<tbody>
<tr>
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<td>5</td>
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<td>11</td>
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<tr>
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<td>9%</td>
<td>7%</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>45%</td>
<td>11%</td>
<td>11%</td>
<td>33%</td>
<td>55%</td>
<td>35%</td>
<td>24%</td>
<td>45%</td>
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</tbody>
</table>

Columns Tested: a, b, c, d, e, f, g, h, i, j

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base: All who would change the sports channels they get if Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week

### Table 52

**Reason for Getting Sky Sports**

<table>
<thead>
<tr>
<th>Mention of Football</th>
<th>Mention of PL and CL</th>
<th>Mention of PL</th>
<th>Mention of CL</th>
<th>No Mention of Football</th>
<th>Any Mention of Sport</th>
<th>Any Mention of Particular Sport</th>
<th>Only Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
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<tr>
<td><strong>Total</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>92</td>
<td>63</td>
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<td>66</td>
<td>64</td>
<td>64</td>
<td>87</td>
<td>177</td>
<td>154</td>
</tr>
</tbody>
</table>

- 24% 19% 13% 13% 35% 30% ** ** ** 14% **

### I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

- 292 71 56 40 38 50 103 89 ** ** 40 **

### I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

- 83 22 15 10 10 11 32 29 ** ** 13 **

### I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

- 89 22 20 15 15 17 32 26 ** ** 13 **

### Don't know

- 44 8 5 1 1 9 10 10 ** ** 3 **

**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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| Base: All who would change the sports channels they get if Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week |

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
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<tr>
<td>ANY MENTION OF SPORT IN</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>AWARE OF BOTH SS &amp; BTS</td>
</tr>
<tr>
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<td>NOT AWARE OF SS</td>
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<td>ANY MENTION OF SPORTS</td>
<td>AWARE OF BTS &amp; BTS</td>
</tr>
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<td>GENERAL</td>
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<table>
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<table>
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<th>Mention of Any Football</th>
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<tbody>
<tr>
<td>a</td>
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<td>508</td>
</tr>
<tr>
<td>b</td>
<td>39</td>
<td>35</td>
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</tr>
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<td>c</td>
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<td>59</td>
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<td>53</td>
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<td>-f</td>
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<td>21</td>
<td>19</td>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

<table>
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<th>Mention of Any Football</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
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<td>283</td>
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<td>b</td>
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<td>c</td>
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<td>**</td>
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<td>d</td>
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<td>f</td>
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<td>g</td>
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<td>28</td>
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</tr>
<tr>
<td>o</td>
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<td>28</td>
<td>28</td>
</tr>
</tbody>
</table>

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

<table>
<thead>
<tr>
<th>Mention of Any Football</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
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<td>79</td>
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</tr>
<tr>
<td>b</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>c</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>d</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>e</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>f</td>
<td>**</td>
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</tr>
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<td>**</td>
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</tr>
<tr>
<td>h</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
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<td>70</td>
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<tr>
<td>j</td>
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<tr>
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</tr>
<tr>
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<td>70</td>
</tr>
<tr>
<td>m</td>
<td>70</td>
<td>70</td>
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</tr>
<tr>
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<td>70</td>
<td>70</td>
</tr>
<tr>
<td>o</td>
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</tr>
</tbody>
</table>

I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

<table>
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<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
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<td>**</td>
</tr>
<tr>
<td>d</td>
<td>**</td>
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<td>**</td>
</tr>
<tr>
<td>e</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>f</td>
<td>**</td>
<td>**</td>
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<tr>
<td>g</td>
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<tr>
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<td>**</td>
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<td>n</td>
<td>73</td>
<td>73</td>
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</tr>
<tr>
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Don't know

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<td>9%</td>
<td>9%</td>
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<tr>
<td>c</td>
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<tr>
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<td>g</td>
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<td>**</td>
<td>**</td>
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<td>43</td>
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<tr>
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</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q27. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)**

**Base**: All who would change the sports channels they get if Sky Sports showed 1 Premier League game per week and BT Sport showed 3 Premier League games per week

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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<tr>
<td></td>
<td>Total</td>
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</tr>
<tr>
<td></td>
<td>Unweighted total</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get | 292 | 75 | 157 | 60 | 240 | 52 | 232 | 35 | ** | ** | 257 | 110 | 115 | 56 | ** | 178 | 113 |
| I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider | 83 | 26 | 42 | 15 | 72 | 13 | 67 | 13 | ** | ** | 70 | 29 | 32 | 19 | ** | 61 | 22 |
| I would cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider | 89 | 18 | 52 | 19 | 73 | 17 | 74 | 7 | ** | ** | 83 | 26 | 39 | 21 | ** | 58 | 31 |
| Don't know | 44 | 16 | 17 | 12 | 41 | 3 | 32 | 4 | ** | ** | 40 | 9 | 14 | 17 | ** | 26 | 18 |

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA</td>
<td>BT TV</td>
<td>TALK TV</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
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<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>1159</td>
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</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>1039</td>
<td>424</td>
</tr>
</tbody>
</table>

**NO CHANGE**

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th></th>
<th>SKY &amp; SKY BB</th>
<th>BT TV &amp; BT BB</th>
<th>TV &amp; BB</th>
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<tbody>
<tr>
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<td>1207</td>
<td>488</td>
</tr>
<tr>
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<tr>
<td>Effective Weighted Sample</td>
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<td>1039</td>
<td>424</td>
</tr>
</tbody>
</table>

**HAS SS ONLY AND WILL KEEP IN FUTURE**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
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<td>112</td>
<td>57</td>
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<td>9</td>
<td>43</td>
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<tr>
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<td>112</td>
<td>57</td>
<td>17</td>
<td>9</td>
<td>43</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
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<td>42</td>
<td>9</td>
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<td>11</td>
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**HAS BTS ONLY AND WILL KEEP IN FUTURE**

<table>
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<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
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<td>112</td>
<td>57</td>
<td>17</td>
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<td>43</td>
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<tr>
<td>Unweighted total</td>
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<td>112</td>
<td>57</td>
<td>17</td>
<td>9</td>
<td>43</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>190</td>
<td>103</td>
<td>42</td>
<td>9</td>
<td>8</td>
<td>36</td>
<td>5</td>
<td>11</td>
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</tbody>
</table>

**HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE**

<table>
<thead>
<tr>
<th></th>
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<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>213</td>
<td>112</td>
<td>57</td>
<td>17</td>
<td>9</td>
<td>43</td>
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<tr>
<td>Unweighted total</td>
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<td>9</td>
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<td>12</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>190</td>
<td>103</td>
<td>42</td>
<td>9</td>
<td>8</td>
<td>36</td>
<td>5</td>
<td>11</td>
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</tbody>
</table>

**CHANGE**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
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<tbody>
<tr>
<td>Total</td>
<td>213</td>
<td>112</td>
<td>57</td>
<td>17</td>
<td>9</td>
<td>43</td>
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<td>12</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>57</td>
<td>17</td>
<td>9</td>
<td>43</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>103</td>
<td>42</td>
<td>9</td>
<td>8</td>
<td>36</td>
<td>5</td>
<td>11</td>
</tr>
</tbody>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Base</th>
<th>Pay TV Provider</th>
<th>Broadband Provider</th>
<th>Bundling TV and Broadband</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>SKY MEDIA</td>
<td>BT TV</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>1159</td>
<td>473</td>
</tr>
<tr>
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<td>2817</td>
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<td>424</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service

Table 53

<table>
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<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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<table>
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<th>b</th>
<th>c</th>
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</thead>
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<td>55</td>
<td>15</td>
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<th>b</th>
<th>c</th>
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<td>10</td>
</tr>
<tr>
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</tr>
<tr>
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<td>10</td>
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<td>Total</td>
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<td>10</td>
<td>10</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Has Neither BTS Nor SS and Will Keep in Future</th>
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<th>b</th>
<th>c</th>
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<td>138</td>
<td>42</td>
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**CHANGE**

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Columns Tested: a,b,c,d,e,f,g - h,i,k,l,m - n,o,p

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>Unweighted total</td>
<td>3158</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>2817</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>3158</td>
</tr>
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<td>Will Change to SS Only</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>109</td>
<td>25</td>
</tr>
<tr>
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<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>11%</td>
</tr>
<tr>
<td>Will Change to BTS Only</td>
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<td>5%</td>
<td>6%</td>
</tr>
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<td>8%</td>
</tr>
<tr>
<td>Will Change to Neither BTS NOR SS</td>
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<td>27</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>6%</td>
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<tr>
<td></td>
<td>29%</td>
<td>13%</td>
</tr>
<tr>
<td>Don't Know</td>
<td></td>
<td>648</td>
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<tr>
<td></td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Sports Channel Subscribers</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
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</thead>
<tbody>
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<td>d</td>
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<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
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<td>111</td>
<td>2405</td>
<td>586</td>
<td>219</td>
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| No Change                 |           |         |                        |                            |                           |                                 |                               |                               |                               |
| Has BTS and SS now and will keep in future | 150       | 150     | 150                    | -                          | -                         | -                              | 148                          | 148                          | -                            | 150                          |
|                           |           | 23%     | 45%                    | 67%                        | -%                        | -%                             | 25%                          | 68%                          | -%                           | 20%                          |
|                           |           |         | 100%                   | 100%                       | -%                        | -%                             | defi                         | abdefgij                      | defi                         | abdefgij                      |
|                           |           |         |                        |                            |                           |                                 |                               |                               |                               |                               |
| Has SS only and will keep in future | 205       | 205     | -                      | -                          | 205                       | -                              | 185                          | 185                          | 205                          |
|                           |           | 6%      | -                      | -                          | 49%                       | -%                             | 32%                          | -%                           | 50%                          | 27%                          |
|                           |           |         | 100%                   | 100%                       | -%                        | -%                             | boefh                         | abcefgij                      | boefh                         | abcefgij                      |
|                           |           |         |                        |                            |                           |                                 |                               |                               |                               |                               |
| Has BTS only and will keep in future | 71        | 71      | -                      | -                          | 71                        | -                              | -                            | -                            | -                            | 71                            |
|                           |           | 2%      | -                      | -                          | 21%                       | -%                             | 63%                          | -%                           | -%                           | 9%                           |
|                           |           |         | 100%                   | 100%                       | -%                        | -%                             | acdfghij                      | abcdetghij                    | acdfghij                      | abcdetghij                    |
|                           |           |         |                        |                            |                           |                                 |                               |                               |                               |                               |
| Has neither BTS nor SS and will keep in future | 1576      | -       | -                      | -                          | -                         | -                              | 1576                         | -                            | -                            | -                            |
|                           |           | 50%     | -                      | -                          | -                         | -                              | 66%                          | -%                           | -%                           | -%                           |
|                           |           |         | -                      | -                          | -                         | -                              | abcdetghij                    | 100%                         | -%                           | -%                           |
| Change                    |           |         |                        |                            |                           |                                 |                               |                               |                               |                               |
| Will change to BTS and SS | 134       | 70      | 6                      | 70                         | 6                         | 58                             | 65                           | 65                           | 65                           | 77                            |
|                           |           | 4%      | 11%                    | 2%                         | 17%                       | 6%                             | 2%                           | 11%                          | -%                           | 18%                          | 10%                          |
|                           |           |         | 52%                    | 5%                         | 52%                       | 5%                             | 43%                          | 48%                          | -%                           | 48%                          | 57%                          |

Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base : All who are responsible for the household television service

Table 53

<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKY SPORTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>2817</td>
<td>3158</td>
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<tr>
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</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>WILL CHANGE TO SS ONLY</td>
<td>109</td>
<td>173</td>
<td>93</td>
</tr>
<tr>
<td>WILL CHANGE TO BTS ONLY</td>
<td>173</td>
<td>54</td>
<td>59</td>
</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
<td>93</td>
<td>77</td>
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<tr>
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<td>20%</td>
</tr>
</tbody>
</table>

- **Significance Level: 95%**

- **Columns Tested:** a, b, c, d, e, f, g, h, i, j
### Table 53

#### SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

#### REASON FOR GETTING SKY SPORTS

<table>
<thead>
<tr>
<th>Total</th>
<th>Any Mention of Sport in General</th>
<th>Only Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CI as Main Reason</th>
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<td>CL AS MAIN REASON</td>
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</tr>
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<tr>
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<td>328</td>
<td>234</td>
<td>157</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>367</td>
<td>261</td>
<td>175</td>
</tr>
</tbody>
</table>

#### Columns Tested:
- a
- b
- c
- d
- e
- f
- g
- h
- i
- j
- k

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service

Table 53

REASON FOR GETTING SKY SPORTS

<table>
<thead>
<tr>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
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<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
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<td></td>
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<td>OF SPORT</td>
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<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
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<td>79</td>
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<td>11</td>
</tr>
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<td>367</td>
<td>261</td>
<td>175</td>
<td>170</td>
<td>231</td>
<td>510</td>
<td>444</td>
<td>66</td>
<td>79</td>
<td>167</td>
<td>11</td>
</tr>
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<td>Effective Weighted Sample</td>
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<td>328</td>
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<td><strong>2%</strong></td>
<td><strong>2%</strong></td>
<td><strong>11%</strong></td>
<td><strong>14%</strong></td>
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<td><strong>8%</strong></td>
<td><strong>4%</strong></td>
<td><strong>2%</strong></td>
<td><strong>3%</strong> **</td>
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<tr>
<td><strong>WILL CHANGE TO BTS ONLY</strong></td>
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<td><strong>13%</strong></td>
<td><strong>17%</strong></td>
<td><strong>18%</strong></td>
<td><strong>4%</strong></td>
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<td><strong>2%</strong> **</td>
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<tr>
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<td><strong>19%</strong></td>
<td><strong>7%</strong></td>
<td><strong>2%</strong></td>
<td><strong>7%</strong> **</td>
</tr>
<tr>
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<td>13</td>
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<td>15</td>
<td>11</td>
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<td><strong>7%</strong></td>
<td><strong>7%</strong></td>
<td><strong>14%</strong></td>
<td><strong>9%</strong></td>
<td><strong>8%</strong></td>
<td><strong>12%</strong></td>
<td><strong>18%</strong></td>
<td><strong>6%</strong></td>
<td><strong>2%</strong> **</td>
</tr>
<tr>
<td></td>
<td><strong>5%</strong></td>
<td><strong>4%</strong></td>
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<td><strong>2%</strong></td>
<td><strong>2%</strong> **</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
## Table 53

Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Summary Table for Scenario 3B - 1/3 Games**

- **Base:** All who are responsible for the household television service
- **Reason for Getting BT Sport**

### Mention of Sport in Any Mention of Football

<table>
<thead>
<tr>
<th>Mention of Football</th>
<th>Mention of PL</th>
<th>No Mention of Football</th>
<th>Any Mention of Particular Sports</th>
<th>Any Mention of Particular Sports and PL</th>
<th>General Reason</th>
<th>Only Non-Sport Reasons</th>
<th>Any Mention of Sport in General but Not Particular Sports</th>
<th>Aware of SS</th>
<th>Aware of BTS</th>
<th>Aware of Both SS &amp; BTS</th>
<th>Aware of SS but Not BTS</th>
<th>Aware of BTS but Not SS</th>
<th>Not Aware of SS</th>
<th>Not Aware of BTS</th>
</tr>
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<tbody>
<tr>
<td><strong>Total</strong></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
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<tr>
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<td>340</td>
<td>76</td>
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<td>2110</td>
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<td>2404</td>
<td>340</td>
<td>76</td>
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<td>5%</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
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</table>

### Reason for Getting BT Sport

- **Reason for Getting BT Sport**
- **Awareness Summary**

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<th>Aware of BTS</th>
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<th>Aware of SS but Not BTS</th>
<th>Aware of BTS but Not SS</th>
<th>Not Aware of SS</th>
<th>Not Aware of BTS</th>
</tr>
</thead>
</table>

### Change

- **Change**
- **Columns Tested:** a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 53

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base: All who are responsible for the household television service

**REASON FOR GETTING BT SPORT**

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>ANY MENTION OF FOOTBALL</th>
<th>MENTION OF PL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF SPORT</th>
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<th>PL AS MAIN REASON</th>
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<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
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<td>154</td>
<td>109</td>
<td>232</td>
<td>208</td>
<td>185</td>
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<td>97</td>
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<td>113</td>
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<td>4</td>
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<td>8</td>
<td>4</td>
</tr>
<tr>
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<td>25</td>
<td>17</td>
</tr>
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<td>7</td>
<td>20</td>
<td>14</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>DON'T KNOW</td>
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<td>13</td>
<td>10</td>
<td>39</td>
<td>23</td>
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</tr>
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<table>
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<tr>
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<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>AWARE OF BTS BUT NOT SS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>3158</td>
<td>154</td>
<td>109</td>
<td>232</td>
<td>208</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>137</td>
<td>97</td>
<td>210</td>
<td>186</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>160</td>
<td>113</td>
<td>254</td>
<td>220</td>
</tr>
<tr>
<td>WILL CHANGE TO SS ONLY</td>
<td>109</td>
<td>5</td>
<td>4</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
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<td>173</td>
<td>19</td>
<td>14</td>
<td>30</td>
<td>29</td>
</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
<td>93</td>
<td>9</td>
<td>7</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>648</td>
<td>13</td>
<td>10</td>
<td>39</td>
<td>23</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base : All who are responsible for the household television service

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<thead>
<tr>
<th></th>
<th>SEC</th>
<th>ETHNICITY</th>
<th>MINORITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>AGE</th>
<th>SEX</th>
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<tbody>
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<td>864</td>
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<td></td>
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<td>535</td>
<td>1328</td>
<td>1107</td>
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</tbody>
</table>

### NO CHANGE

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<th>Has SS Only and Will Keep in Future</th>
<th>Has BTS Only and Will Keep in Future</th>
<th>Has Neither BTS nor SS and Will Keep in Future</th>
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</thead>
<tbody>
<tr>
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<td>205</td>
<td>71</td>
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<td>3158</td>
<td>3158</td>
<td>3158</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>2817</td>
<td>2817</td>
<td>2817</td>
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### CHANGE

<table>
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<tr>
<th></th>
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<th>Will Change to SS Only</th>
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<td>109</td>
</tr>
<tr>
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<td>3158</td>
</tr>
<tr>
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<td>2817</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h - i,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 53

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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<tr>
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<td>535</td>
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<td>1107</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
### Table 54

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

#### AWARENESS OF AVAILABILITY OF BT SPORT

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>SKY a</th>
<th>FREESAT b</th>
<th>VIRGIN MEDIA c</th>
<th>FREEVIEW d</th>
<th>BT e</th>
<th>TALKTALK f</th>
<th>NOW TV g</th>
<th>MOBILE OPERATORS h</th>
<th>OTHER i</th>
<th>DON'T KNOW j</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted total</strong></td>
<td>2437</td>
<td>1120</td>
<td>162</td>
<td>706</td>
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<td>1866</td>
<td>276</td>
<td>150</td>
<td>124</td>
<td>8</td>
<td>367</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>2177</td>
<td>1006</td>
<td>145</td>
<td>637</td>
<td>214</td>
<td>1490</td>
<td>248</td>
<td>134</td>
<td>111</td>
<td>7</td>
<td>326</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2477</td>
<td>1169</td>
<td>172</td>
<td>759</td>
<td>246</td>
<td>1731</td>
<td>298</td>
<td>165</td>
<td>138</td>
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#### NO CHANGE

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</thead>
<tbody>
<tr>
<td><strong>HAS BTS AND SS NOW AND WILL KEEP IN FUTURE</strong></td>
<td>149</td>
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<td>109</td>
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<td>18</td>
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#### HAS SS ONLY AND WILL KEEP IN FUTURE

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<tbody>
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<td><strong>HAS BTS ONLY AND WILL KEEP IN FUTURE</strong></td>
<td>182</td>
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<td>13</td>
<td>136</td>
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<td>10</td>
<td>7</td>
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<td></td>
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<td><strong>Effective Weighted Sample</strong></td>
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<td><strong>Total</strong></td>
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</tbody>
</table>

#### HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE

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<thead>
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<td>128</td>
<td>839</td>
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<td><strong>Total</strong></td>
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#### CHANGE

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</tr>
</thead>
<tbody>
<tr>
<td><strong>WILL CHANGE TO BTS AND SS</strong></td>
<td>121</td>
<td>78</td>
<td>9</td>
<td>38</td>
<td>10</td>
<td>90</td>
<td>15</td>
<td>10</td>
<td>4</td>
<td>** 7</td>
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<td><strong>Effective Weighted Sample</strong></td>
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<td><strong>Total</strong></td>
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<tbody>
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<td><strong>WILL CHANGE TO SS ONLY</strong></td>
<td>94</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base: All aware of BT Sport TV channels (who are responsible for the household television service)

### AWARENESS OF AVAILABILITY OF BT SPORT

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>SKY</th>
<th>FREESAT</th>
<th>VIRGIN MEDIA</th>
<th>FREEVIEW</th>
<th>BT</th>
<th>TALKTALK</th>
<th>NOW TV</th>
<th>MOBILE OPERATORS</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
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<tr>
<td>Unweighted total</td>
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<td>1120</td>
<td>162</td>
<td>706</td>
<td>237</td>
<td>1866</td>
<td>276</td>
<td>150</td>
<td>124</td>
<td>8</td>
<td>367</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>2177</td>
<td>1006</td>
<td>145</td>
<td>637</td>
<td>214</td>
<td>1490</td>
<td>248</td>
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<td>Total</td>
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<td>298</td>
<td>165</td>
<td>138</td>
<td>8</td>
<td>348</td>
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</table>

**WILL CHANGE TO BTS ONLY**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>SKY</th>
<th>FREESAT</th>
<th>VIRGIN MEDIA</th>
<th>FREEVIEW</th>
<th>BT</th>
<th>TALKTALK</th>
<th>NOW TV</th>
<th>MOBILE OPERATORS</th>
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<td>62</td>
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<td>11</td>
<td>11</td>
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<td>6</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>6%</td>
<td>8%</td>
<td>4%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
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<tr>
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<td>69%</td>
<td>16%</td>
<td>7%</td>
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</tbody>
</table>

**WILL CHANGE TO NEITHER BTS NOR SS**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>SKY</th>
<th>FREESAT</th>
<th>VIRGIN MEDIA</th>
<th>FREEVIEW</th>
<th>BT</th>
<th>TALKTALK</th>
<th>NOW TV</th>
<th>MOBILE OPERATORS</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>80</td>
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<td>11</td>
<td>40</td>
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<td>55</td>
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<td>6</td>
<td>**</td>
<td>2</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>3%</td>
<td>4%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>63%</td>
<td>14%</td>
<td>50%</td>
<td>15%</td>
<td>69%</td>
<td>16%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>3%</td>
</tr>
</tbody>
</table>

**DON'T KNOW**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>SKY</th>
<th>FREESAT</th>
<th>VIRGIN MEDIA</th>
<th>FREEVIEW</th>
<th>BT</th>
<th>TALKTALK</th>
<th>NOW TV</th>
<th>MOBILE OPERATORS</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>431</td>
<td>139</td>
<td>17</td>
<td>90</td>
<td>23</td>
<td>250</td>
<td>28</td>
<td>13</td>
<td>9</td>
<td>**</td>
<td>112</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>17%</td>
<td>12%</td>
<td>10%</td>
<td>12%</td>
<td>9%</td>
<td>14%</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
<td>**</td>
<td>32%</td>
</tr>
<tr>
<td>Total</td>
<td>32%</td>
<td>4%</td>
<td>21%</td>
<td>5%</td>
<td>58%</td>
<td>7%</td>
<td>3%</td>
<td>2%</td>
<td>**</td>
<td>26%</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>Reason for Taking Both Sky Sports and BT Sport</th>
<th>BT Sport Didn’t Cost Much Extra/Was Free</th>
<th>Other</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Watch All Live PL Matches</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Watch a Wide Range of Sports</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>211</td>
<td>69</td>
<td>63</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>189</td>
<td>62</td>
<td>56</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>73</td>
<td>68</td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>30%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**NO CHANGE**

Has BTS and SS Now and Will Keep in Future

<table>
<thead>
<tr>
<th>Reason for Taking Both Sky Sports and BT Sport</th>
<th>BT Sport Didn’t Cost Much Extra/Was Free</th>
<th>Other</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Watch All Live PL Matches</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Watch a Wide Range of Sports</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>150</td>
<td>58</td>
<td>46</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>67%</td>
<td>80%</td>
<td>69%</td>
</tr>
<tr>
<td>Total</td>
<td>39%</td>
<td>31%</td>
<td>22%</td>
</tr>
</tbody>
</table>

**CHANGE**

Will Change to SS Only

<table>
<thead>
<tr>
<th>Reason for Taking Both Sky Sports and BT Sport</th>
<th>BT Sport Didn’t Cost Much Extra/Was Free</th>
<th>Other</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Watch All Live PL Matches</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Watch a Wide Range of Sports</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>18</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>8%</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>10%</td>
<td>48%</td>
<td>24%</td>
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</tbody>
</table>

Will Change to BTS Only

<table>
<thead>
<tr>
<th>Reason for Taking Both Sky Sports and BT Sport</th>
<th>BT Sport Didn’t Cost Much Extra/Was Free</th>
<th>Other</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Watch All Live PL Matches</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Watch a Wide Range of Sports</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>16</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>7%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Total</td>
<td>42%</td>
<td>40%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Will Change to Neither BTS Nor SS

<table>
<thead>
<tr>
<th>Reason for Taking Both Sky Sports and BT Sport</th>
<th>BT Sport Didn’t Cost Much Extra/Was Free</th>
<th>Other</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Watch All Live PL Matches</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Watch a Wide Range of Sports</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>17</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td>24%</td>
<td>16%</td>
<td>37%</td>
</tr>
</tbody>
</table>

**DON’T KNOW**

Don’t Know Which Channels Would Take

<table>
<thead>
<tr>
<th>Reason for Taking Both Sky Sports and BT Sport</th>
<th>BT Sport Didn’t Cost Much Extra/Was Free</th>
<th>Other</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Watch All Live PL Matches</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Watch a Wide Range of Sports</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>24</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>11%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>10%</td>
<td>13%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e
Table 56

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

**IMPORTANCE OF BOTH BT SPORT AND SKY SPORTS**

<table>
<thead>
<tr>
<th></th>
<th>VERY IMPORTANT</th>
<th>FAIRLY IMPORTANT</th>
<th>NEITHER/NOR</th>
<th>FAIRLY UNIMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>211</td>
<td>83</td>
<td>67</td>
<td>26</td>
<td>15</td>
<td>16</td>
<td>150</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>189</td>
<td>73</td>
<td>61</td>
<td>23</td>
<td>13</td>
<td>16</td>
<td>134</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>87</td>
<td>73</td>
<td>29</td>
<td>15</td>
<td>16</td>
<td>160</td>
</tr>
</tbody>
</table>

**NO CHANGE**

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th></th>
<th>VERY IMPORTANT</th>
<th>FAIRLY IMPORTANT</th>
<th>NEITHER/NOR</th>
<th>FAIRLY UNIMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>54</td>
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<td>**</td>
<td>125</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>67%</td>
<td>82%</td>
<td>74%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>78%</td>
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<tr>
<td>Total</td>
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<td>87</td>
<td>73</td>
<td>29</td>
<td>15</td>
<td>16</td>
<td>160</td>
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**CHANGE**

WILL CHANGE TO SS ONLY

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<thead>
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<th>NEITHER/NOR</th>
<th>FAIRLY UNIMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td></td>
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<tr>
<td>Unweighted total</td>
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<td>4</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>8%</td>
<td>5%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
<td>5</td>
<td>6</td>
<td>**</td>
<td>**</td>
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WILL CHANGE TO BTS ONLY

<table>
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<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
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</thead>
<tbody>
<tr>
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<td></td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>2</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>8%</td>
<td>3%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
<td>5</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>11</td>
</tr>
</tbody>
</table>

WILL CHANGE TO NEITHER BTS NOR SS

<table>
<thead>
<tr>
<th></th>
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<th>NEITHER/NOR</th>
<th>FAIRLY UNIMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
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<td></td>
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</tr>
<tr>
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<td>24</td>
<td>5</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>5%</td>
<td>10%</td>
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<td>**</td>
<td>**</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
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</table>

**DON'T KNOW**

DON'T KNOW WHICH CHANNELS WOULD TAKE

<table>
<thead>
<tr>
<th></th>
<th>VERY IMPORTANT</th>
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<th>NEITHER/NOR</th>
<th>FAIRLY UNIMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>9</td>
<td>5</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>11%</td>
<td>5%</td>
<td>10%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>19</td>
<td>31</td>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>50</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

### Table 57

<table>
<thead>
<tr>
<th></th>
<th>Pay TV Provider</th>
<th>Broadband Provider</th>
<th>Bundling TV and Broadband</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
<td>BT</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>95%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2489</td>
<td>956</td>
<td>358</td>
</tr>
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<td>2221</td>
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<td>323</td>
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<td><strong>Total</strong></td>
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<td>378</td>
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#### NO CHANGE

<table>
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<th><strong>HAS SS ONLY AND WILL KEEP IN FUTURE</strong></th>
<th><strong>HAS BTS ONLY AND WILL KEEP IN FUTURE</strong></th>
<th><strong>HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE</strong></th>
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<td>95%</td>
<td>95%</td>
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<td></td>
<td></td>
</tr>
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<td><strong>Total</strong></td>
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<td></td>
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<tr>
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<tr>
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<td></td>
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<td><strong>Effective Sample</strong></td>
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<tr>
<td><strong>Total</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Columns Tested:

- a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p

Prepared by Saville Rossiter

Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td></td>
<td>b</td>
<td>b</td>
</tr>
<tr>
<td></td>
<td>c</td>
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<tr>
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</tr>
<tr>
<td></td>
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<td>e</td>
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<tr>
<td></td>
<td>f</td>
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<td>h</td>
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Significance Level: 95%

Unweighted total 2489 956 358 79 73 1466 976 592 432 408 269 236 503 517 75 324 67

Effective Weighted Sample 2221 857 323 72 67 1318 865 534 391 364 241 214 463 467 68 294 62

Total 2510 997 378 87 72 1533 926 630 473 432 273 254 404 552 83 350 67

WILL CHANGE TO SS ONLY 109 64 5 2 2 72 36 39 12 18 12 9 16 32 2 5 -

WILL CHANGE TO BTS ONLY 173 65 24 16 5 110 60 43 29 59 11 12 14 35 15 23 5

WILL CHANGE TO NEITHER BTS NOR SS 93 63 24 4 2 93 - 32 24 16 7 7 6 32 4 22 1

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; VIRGIN TV &amp; NOT</strong></td>
<td><strong>FREE TO AIR &amp; SPORTS</strong></td>
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<tr>
<td>除外</td>
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<tr>
<td>Unweighted total</td>
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<tr>
<td>Effective Weighted Sample</td>
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<tr>
<td>Total</td>
<td>2510</td>
<td>173</td>
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</tbody>
</table>

**NO CHANGE**

| HAS BTS AND SS NOW AND WILL KEEP IN FUTURE | 150 | 23 |
| 6% | 14% | 21% |
| 33% | 33% | 15% |
| 27% | 27% | 5% |
| 71 | 6% | 5% |
| 15% | 15% | 8% |

| HAS NOTERT HS NOR SS AND WILL KEEP IN FUTURE | 1576 | 138 |
| 63% | 38% | 34 |
| 9% | 3% | 2% |

| WILL CHANGE TO BTS AND SS | 134 | 8 |
| 5% | 9% | 7% |

**Columns Tested:** a,b,c,d,e,f,g-h,i,j,k,l,m-n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td><strong>SKY TV &amp; EXCEPT SKY BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY TV</strong></td>
</tr>
<tr>
<td><strong>SKY TV &amp; VIRGIN MEDIA BB</strong></td>
<td><strong>SKY TV &amp; TT BB</strong></td>
<td><strong>SKY TV &amp; OTHER BB</strong></td>
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<td><strong>b</strong></td>
</tr>
<tr>
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<td><strong>Effective Weighted Sample</strong></td>
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**Significance Level: 95%**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS &amp; BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 &amp; BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>SKY SPORTS BUT NOT BT</th>
<th>EITHER SKY SPORTS OR BT</th>
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<td>e</td>
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<td>93</td>
<td>1843</td>
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<td>196</td>
<td>331</td>
<td>667</td>
</tr>
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<td>4%</td>
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<td>8%</td>
<td>13%</td>
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NO CHANGE

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

<table>
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<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
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</table>

HAS SS ONLY AND WILL KEEP IN FUTURE

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<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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<td>56%</td>
<td>31%</td>
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</table>

HAS BTS ONLY AND WILL KEEP IN FUTURE

<table>
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<th>b</th>
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<th>e</th>
<th>f</th>
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<td>100%</td>
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</table>

HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE

<table>
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<tr>
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<th>c</th>
<th>d</th>
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<th>f</th>
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CHANGE

WILL CHANGE TO BTS AND SS

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<th>b</th>
<th>c</th>
<th>d</th>
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</tr>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

**Base**: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

<table>
<thead>
<tr>
<th>Sports Channel Subscribers</th>
<th>Total</th>
<th>SKY Sports</th>
<th>BT Sport</th>
<th>SKY Sports BUT NOT BT Sport</th>
<th>BT Sport</th>
<th>NEITHER SKY SPORTS NOR BT Sport</th>
<th>SKY Sports 1/2 AND BT Sport</th>
<th>SKY Sports 1/2 BUT NOT BT Sport</th>
<th>EITHER SKY SPORTS OR BT Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
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<td>h</td>
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<td>373</td>
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<td>1843</td>
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<td>316</td>
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<td>4%</td>
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<td>17%</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter - Base: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base : All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

### Reason for Getting Sky Sports

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Mention of Any Football</th>
<th>Mention of PL and CL</th>
<th>Mention of PL</th>
<th>Mention of CL</th>
<th>Any Mention of Sport in General</th>
<th>Only Non-Sport Reasons</th>
<th>No Mention of PL and CL</th>
<th>No Mention of Any Sport</th>
<th>Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
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<td>238</td>
<td>2221</td>
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<tr>
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<td>179</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HAS BTS AND SS NOW AND WILL KEEP IN FUTURE</td>
<td>150</td>
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<td>122</td>
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<td>214</td>
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<td>179</td>
<td>416</td>
<td>363</td>
<td>54</td>
<td>58</td>
<td>139</td>
</tr>
<tr>
<td>HAS SS ONLY AND WILL KEEP IN FUTURE</td>
<td>205</td>
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Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

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<tr>
<th>Reason for getting Sky Sports</th>
<th>Any Mention of</th>
<th>Sport In General But Not Particular</th>
<th>Only Non-Sport</th>
<th>Pl as Main Reason</th>
<th>Cl as Main Reason</th>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 57

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base : All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

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<th>REASON FOR GETTING BT SPORT</th>
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<td>MENTION OF FOOTBALL MENTION OF PL</td>
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Significance Level: 95%

Unweighted total

2489 140 98 198 187 167 20 139 70 2223 1996 1954 269 42 266 493

Effective Weighted Sample

2221 125 88 178 167 149 18 124 63 1985 1782 1745 269 42 239 441

Total

2510 147 103 214 198 178 20 151 74 2269 2046 2006 269 42 241 464

NO CHANGE

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

150 82 52 61 103 95 ** 37 40 150 149 149 1 ** - 1
6% 56% 50% 29% 52% 53% ** 25% 54% 7% 7% 7% 1% ** -% **

HAS SS ONLY AND WILL KEEP IN FUTURE

205 1 1 1 1 1 ** 1 1 205 182 182 22 ** - 22
8% 1% 1% *% *% *% *% *% *% 1% 9% 9% 9% 8% ** -% 5%

HAS BTS ONLY AND WILL KEEP IN FUTURE

71 21 16 50 28 26 ** 38 9 71 71 71 ** - -
3% 14% 16% 23% 14% 15% ** 25% 12% 3% 3% 4% -% ** -% -%

HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE

1576 4 4 32 6 4 ** 28 3 1356 1194 1157 199 ** 220 383
63% 2% 3% 15% 3% 2% ** 18% 4% 60% 58% 58% 76% ** 91% 62%

CHANGE

WILL CHANGE TO BTS AND SS

134 7 7 7 8 7 ** 4 5 130 121 121 9 ** 5 13
5% 5% 5% 3% 4% 4% ** 3% 7% 6% 6% 6% 3% ** 2% 3%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base : 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

*SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES*

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

### REASON FOR GETTING BT SPORT

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<th>ANY MENTION OF FOOTBALL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>ANY MENTION OF PARTICULAR SPORTS</th>
<th>GENERAL</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
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<th>AWARE OF BT BUT NOT SS</th>
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<td><strong>MENTION OF NO FOOTBALL</strong></td>
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<td>d</td>
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Columns Tested: a,b,c,d,e,f,g-h,i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

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25% 49% 26% 88% 12% 83% 8% 6% 3% 92% 25% 38% 27% 9% 53% 47%

Table 57

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**Table 57**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base : All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 3b

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Unweighted total

|     | 2489      | 449    | 1167| 873 |
|     | 2223      | 262    | 2062| 206 |
|     | 121       | 100    | 2283|     |
|     | 578       | 852    | 747 | 312 |
|     | 1296      | 1193   |     |     |

Effective Weighted Sample

|     | 2221      | 422    | 1077| 842 |
|     | 1983      | 237    | 1846| 188 |
|     | 108       | 95     | 2033|     |
|     | 524       | 780    | 664 | 284 |
|     | 1141      | 1083   |     |     |

Total

|     | 2510      | 623    | 1229| 658 |
|     | 2303      | 2303   |     |     |
|     | 633       | 965    | 680 | 232 |
|     | 1332      | 1178   |     |     |

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

**SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES**

Base: All aware of BT Sport TV channels (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 3b

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Columns Tested: a,b,c,d,e,f,g,h,i,j

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Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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Table 58

AWARENESS OF AVAILABILITY OF BT SPORT

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SIGNIFICANCE LEVEL: 95%

A Unweighted total

B Effective Weighted Sample

C Total

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**NO CHANGE**

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

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Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Summary Table for Scenario 3B - 1/3 Games

Base: All aware of BT Sport TV channels (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 3b

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SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 3b

### REASON FOR TAKING BOTH SKY SPORTS AND BT SPORT

<table>
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<tr>
<th></th>
<th>TO WATCH ALL LIVE PL MATCHES</th>
<th>TO WATCH A WIDE RANGE OF SPORTS</th>
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</tr>
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<td>32%</td>
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**NO CHANGE**

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

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<th>b</th>
<th>c</th>
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**CHANGE**

WILL CHANGE TO SS ONLY

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WILL CHANGE TO BTS ONLY

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<tr>
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<td>32%</td>
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WILL CHANGE TO NEITHER BTS NOR SS

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<td>6</td>
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<td>46</td>
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<td>**35%</td>
<td>32%</td>
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Columns Tested: a,b,c,d,e
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 3B - 1/3 GAMES

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 3b

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<tr>
<th>IMPORTANT OF BOTH BT SPORT AND SKY SPORTS</th>
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<th>FAIRLY IMPORTANT</th>
<th>NEITHER/NOR</th>
<th>FAIRLY UNIMPORTANT</th>
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NO CHANGE

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

|                                                        |       |                |                  |             |                   |                     |                  |                     |
| NO CHANGE                                             |       |                |                  |             |                   |                     |                  |                     |
|                                                        | 150   | 71             | 54               | **          | **                | **                  | 125              | **                  |
|                                                        | 75%   | 86%            | 82%              | **          | **                | **                  | 84%              | **                  |
|                                                        | 47%   | 36%            | **               | **          | **                | **                  | 83%              | **                  |

CHANGE

WILL CHANGE TO SS ONLY

|                                                        |       |                |                  |             |                   |                     |                  |                     |
| WILL CHANGE TO SS ONLY                               | 18    | 4              | 5                | **          | **                | **                  | 9                | **                  |
|                                                        | 9%    | 5%             | 8%               | **          | **                | **                  | 6%               | **                  |
|                                                        | 23%   | 28%            | **               | **          | **                | **                  | 51%              | **                  |

WILL CHANGE TO BTS ONLY

|                                                        | 16    | 5              | 6                | **          | **                | **                  | 11               | **                  |
|                                                        | 8%    | 6%             | 8%               | **          | **                | **                  | 7%               | **                  |
|                                                        | 32%   | 36%            | **               | **          | **                | **                  | 68%              | **                  |

WILL CHANGE TO NEITHER BTS NOR SS

|                                                        | 17    | 2              | 1                | **          | **                | **                  | 3                | **                  |
|                                                        | 8%    | 3%             | 1%               | **          | **                | **                  | 2%               | **                  |
|                                                        | 14%   | 5%             | **               | **          | **                | **                  | 19%              | **                  |

Columns Tested: a,b,c,d,e,f,g
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q28. (PROMPTED) SCENARIO 4 - CHAMPIONS LEAGUE ON BT SPORT
Currently ITV and Sky Sports both show Champions League football matches. This will change in 2015. From August next year Champions League matches will only be available on BT Sport. When that happens, if everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

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<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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<tr>
<td></td>
<td>SKY MEDIA TV</td>
<td>SKY TV &amp; SKY BB</td>
</tr>
<tr>
<td></td>
<td>BT TV</td>
<td>BT &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td>TALK TALK</td>
<td>VIRGIN MEDIA</td>
</tr>
<tr>
<td></td>
<td>ANY TO AIR</td>
<td>TV &amp; BB</td>
</tr>
<tr>
<td></td>
<td>FREE</td>
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</tr>
<tr>
<td></td>
<td>SKY MEDIA TV</td>
<td>FREE</td>
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<tr>
<td></td>
<td>h</td>
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<td>SKY BB</td>
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<tr>
<td></td>
<td>i</td>
<td>BT BB</td>
</tr>
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<td>TALK</td>
<td></td>
</tr>
<tr>
<td></td>
<td>k</td>
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<tr>
<td></td>
<td>OTHER</td>
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**Significance Level: 95%**

**Unweighted total**

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<th>Talk</th>
<th>Talk</th>
<th>Any</th>
<th>Pay TV</th>
<th>Free To Air</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>Talk</th>
<th>Talk</th>
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<th>None</th>
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**Effective Weighted Sample**

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<th>Free To Air</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
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<th>Talk</th>
<th>Talk</th>
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**Total**

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**Sky Sports and BT Sport**

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**Neither Sky Sports nor BT Sport**

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**Don't know**

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**ANY MENTION OF SKY SPORTS**

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<th>Talk</th>
<th>Talk</th>
<th>Any</th>
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<th>Free To Air</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
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<th>Talk</th>
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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q28. (PROMPTED) SCENARIO 4 - CHAMPIONS LEAGUE ON BT SPORT
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Base: All who are responsible for the household television service

### Table 61

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<th>Virgin Media</th>
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### ANY MENTION OF BT SPORT

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<th>Virgin Media</th>
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Columns Tested: a,b,c,d,e,f,g,h,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
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Base: All who are responsible for the household television service

Table 61

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<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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<tbody>
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Significance Level: 95%

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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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Base: All who are responsible for the household television service

<table>
<thead>
<tr>
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<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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</thead>
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<td>SKY TV &amp; VIRGIN MEDIA BB</td>
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<tr>
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Significance Level: 95%

Unweighted total

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Effective Weighted Sample

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<tr>
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<td>196 133 65 74 155 471</td>
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Total

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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 61

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Q28. (PROMPTED) SCENARIO 4 - CHAMPIONS LEAGUE ON BT SPORT

Currently ITV and Sky Sports both show Champions League football matches. This will change in 2015. From August next year Champions League matches will only be available on BT Sport. When that happens, if everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
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<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2</th>
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Significance Level: 95%

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Q28. (PROMPTED) SCENARIO 4 - Champions League on BT Sport

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Base: All who are responsible for the household television service

Table 61

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Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Q28. (PROMPTED) SCENARIO 4 - CHAMPIONS LEAGUE ON BT SPORT
Currently ITV and Sky Sports both show Champions League football matches. This will change in 2015. From August next year Champions League matches will only be available on BT Sport. When that happens, if everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base : All who are responsible for the household television service

Table 61

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
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<th><strong>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULAR</strong></th>
<th><strong>ONLY NON-SPORT REASONS</strong></th>
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<th><strong>CL AS MAIN REASON</strong></th>
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<td>17%</td>
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Prepared by Saville Rossiter-Base : 01727 899 399
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Base : All who are responsible for the household television service

### Table 61

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q28. (PROMPTED) SCENARIO 4 - CHAMPIONS LEAGUE ON BT SPORT

Currently ITV and Sky Sports both show Champions League football matches. This will change in 2015. From August next year Champions League matches will only be available on BT Sport. When that happens, if everything else stayed the same, what sports channels would you get? (SINGLE CODE)

Base: All who are responsible for the household television service

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<td>5</td>
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<tr>
<td>BT Sport only</td>
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<tr>
<td>Neither Sky Sports nor BT Sport</td>
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Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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Base: All who are responsible for the household television service

### REASON FOR GETTING BT SPORT

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<th>ANY MENTION OF SPORT IN</th>
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<th>ANY MENTION OF ANY SPORT</th>
<th>ANY MENTION OF PARTICULAR SPORTS</th>
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<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
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<td>d</td>
<td>e</td>
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<td>j</td>
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<td>m</td>
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<td>2404</td>
<td>330</td>
<td>72</td>
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**ANY MENTION OF BT SPORT**

| **Total**               | 521                        | 134                   | 93                       | 153               | 175               | 159                     | **              | 102         | 66          | 509                     | 489                     | 485                      | 24             | 4             | 12                      | 32                      |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 61

**Q28. (PROMPTED) SCENARIO 4 - CHAMPIONS LEAGUE ON BT SPORT**
Currently ITV and Sky Sports both show Champions League football matches. This will change in 2015. From August next year Champions League matches will only be available on BT Sport. When that happens, if everything else stayed the same, what sports channels would you get? (SINGLE CODE)

**Base : All who are responsible for the household television service**

<table>
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<th><strong>NATION</strong></th>
<th><strong>NORTHERN</strong></th>
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<td><strong>GROUP</strong></td>
<td><strong>ENGLAND</strong></td>
<td><strong>SCOT LAND</strong></td>
<td><strong>WALES</strong></td>
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<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
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<tr>
<td><strong>Sky Sports and BT Sport</strong></td>
<td>283</td>
<td>83</td>
<td>149</td>
<td>51</td>
<td>244</td>
</tr>
<tr>
<td><strong>Sky Sports only</strong></td>
<td>297</td>
<td>73</td>
<td>155</td>
<td>68</td>
<td>249</td>
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<tr>
<td><strong>BT Sport only</strong></td>
<td>238</td>
<td>60</td>
<td>140</td>
<td>38</td>
<td>207</td>
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<tr>
<td><strong>Neither Sky Sports nor BT Sport</strong></td>
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<td>778</td>
<td>494</td>
<td>1506</td>
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<td>160</td>
<td>287</td>
<td>212</td>
<td>528</td>
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<td><strong>ANY MENTION OF SKY SPORTS</strong></td>
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<td>304</td>
<td>119</td>
<td>492</td>
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Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q29. (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE)

Table 62

<p>| Base : Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport |</p>
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<td><strong>Quite certain</strong></td>
<td>488</td>
<td>192</td>
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<td><strong>Neither certain nor uncertain</strong></td>
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Table 62

<table>
<thead>
<tr>
<th>Base: Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport</th>
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<tbody>
<tr>
<td>PAY TV PROVIDER</td>
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Significance Level: 95%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q29. (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE)

Base: Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

### Table 62

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

**Prepared by Saville Rossiter-Base : 01727 899 399**
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 62

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE)

Base: Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

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<tr>
<td>FREE TO AIR &amp; FREE TO AIR</td>
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<tr>
<td>BB</td>
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<tr>
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<td></td>
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<tr>
<td>BB</td>
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<tr>
<td>SKY TV &amp;</td>
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<tr>
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</tr>
<tr>
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<tr>
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<tr>
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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q29.** (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE)

**Base:** Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

#### Table 62

<table>
<thead>
<tr>
<th>Sports Channel Subscribers</th>
<th>SKY Sports</th>
<th>BT Sport</th>
<th>SKY Sports AND BT Sport</th>
<th>SKY Sports BUT NOT BT Sport</th>
<th>SKY Sports OR BT Sport</th>
<th>NEITHER SKY Sports NOR BT Sport</th>
<th>SKY Sports 1/2 AND BT Sport</th>
<th>SKY Sports 1/2 BUT NOT BT Sport</th>
<th>NEITHER SKY Sports OR BT Sport</th>
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<th>TOTAL UNCERTAIN</th>
</tr>
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<tbody>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
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<td>2483</td>
<td>534</td>
<td>278</td>
<td>189</td>
<td>345</td>
<td>89</td>
<td>1860</td>
<td>495</td>
<td>185</td>
<td>310</td>
<td>623</td>
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<tr>
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<td>250</td>
<td>169</td>
<td>309</td>
<td>81</td>
<td>1657</td>
<td>443</td>
<td>166</td>
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<td>562</td>
<td>296</td>
<td>201</td>
<td>360</td>
<td>95</td>
<td>1842</td>
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<td>196</td>
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<td>287</td>
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<td>20</td>
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<td>3</td>
<td>10</td>
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<td>10</td>
<td>3</td>
<td>7</td>
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<td>5</td>
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<td>2</td>
<td>114</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q29. (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE)

Base: Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 62

Significance Level: 95%

### Table 62: Sports Channel Subscribers

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<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
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<tbody>
<tr>
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<td>Effective Weighted Sample</td>
<td>Total</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>2214</td>
<td>2499</td>
</tr>
<tr>
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<td>2499</td>
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<tr>
<td>Total</td>
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Don't know

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Columns Tested: a,b,c,d,e,f,g,h,i,j
Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014.

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Q29. (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE)

Base: Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

Table 62

Reason for getting Sky Sports

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<th>Any Mention of</th>
<th>Any Mention of</th>
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<th>Any Mention of</th>
<th>Any Mention of</th>
<th>Any Mention of</th>
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<tr>
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<td>Sport in General but not particular</td>
<td>Non-sport Reasons</td>
<td>PL as Main Reason</td>
<td>CL as Main Reason</td>
<td>Non-sport Reasons</td>
<td>PL as Main Reason</td>
<td>CL as Main Reason</td>
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<td>1355</td>
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<td>154</td>
<td>202</td>
<td>458</td>
</tr>
<tr>
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<td>208</td>
<td>142</td>
<td>138</td>
<td>182</td>
<td>409</td>
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Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
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Base : Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

### Table 62

<table>
<thead>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
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<td>326</td>
<td>232</td>
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<td>154</td>
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<td>213</td>
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**Significance Level: 95%**

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<th>2</th>
<th>-</th>
<th>-</th>
<th>-</th>
<th>**</th>
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</thead>
<tbody>
<tr>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 62

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE)

Base: Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

<table>
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<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
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<td>ANY MENTION OF FOOTBALL</td>
<td>AWARE OF SS</td>
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<td>ANY MENTION OF PL</td>
<td>AWARE OF BT</td>
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<tr>
<td>OF SPORT</td>
<td></td>
</tr>
<tr>
<td>ANY MENTION OF PL</td>
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</tr>
<tr>
<td>OR PARTICULAR SPORTS</td>
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<tr>
<td>ANY MENTION OF PL</td>
<td></td>
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<tr>
<td>OR PARTICULAR SPORTS</td>
<td></td>
</tr>
<tr>
<td>ONLY NON-SPORT REASONS</td>
<td>PL AS MAIN REASON</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

Effective Weighted Sample

Total

Very certain

Quite certain

Neither certain nor uncertain

Quite uncertain

Very uncertain

TOTAL CERTAIN

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Q29. (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE)

Base: Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

**Reason for getting BT Sport**

<table>
<thead>
<tr>
<th>Any mention of sport in</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>AWARE OF BTS BUT NOT SS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
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</thead>
<tbody>
<tr>
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<td><strong>MENTION OF PL</strong></td>
<td><strong>MENTION OF SPORT</strong></td>
<td><strong>ANY MENTION OF PARTICULAR SPORTS</strong></td>
<td><strong>ONLY NON-SPORT REASONS</strong></td>
<td><strong>PL AS MAIN REASON</strong></td>
<td><strong>AWARE OF SS</strong></td>
<td><strong>AWARE OF BTS</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
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<tr>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>

Unweighted total

| Total | 2483 | 142 | 100 | 200 | 190 | 170 | 20 | 141 | 71 | 2211 | 1992 | 1946 | 263 | 44 | 272 | 491 |
| Effective Weighted Sample | 2214 | 126 | 89 | 180 | 170 | 152 | 18 | 127 | 64 | 1973 | 1778 | 1739 | 234 | 39 | 245 | 440 |

Total

| Total | 2499 | 148 | 104 | 218 | 200 | 180 | 20 | 154 | 75 | 2253 | 2040 | 1998 | 254 | 42 | 246 | 459 |

TOTAL UNCERTAIN

| Total | 150 | 6 | 3 | 11 | 7 | 6 | 8 | 1 | 130 | 116 | 110 | 19 | ** | 20 | 33 |

Don't know

| Total | 23 | - | 1 | - | 1 | - | ** | 1 | - | 15 | 14 | 13 | 2 | ** | 8 | 9 |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014.

Q29. (Prompted) You said that your household would get (Answer at Q28), how certain are you that your household would make this choice in practice? (Single code)

Base: Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

Table 62

<table>
<thead>
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<th>SEC</th>
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**Significance Level: 95%**

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<th>g</th>
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<th>j</th>
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<th>m</th>
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<td>64%</td>
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<td>6%</td>
<td>8%</td>
<td>6%</td>
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<td>6%</td>
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</tbody>
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**Columns Tested:** a,b,c - d,e - f,g,h,i - j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 62

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. (PROMPTED) You said that your household would get (ANSWER AT Q28), how certain are you that your household would make this choice in practice? (SINGLE CODE)

Base: Those able to say which sports channels they would get (if any) when Champions League matches will only be available on BT Sport

Table 62

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
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<tr>
<td></td>
<td>WHITE</td>
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<td>SCOT</td>
<td>WALES</td>
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<td>LAND</td>
<td>IRELAND</td>
<td>LAND</td>
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<td>424</td>
<td>1076</td>
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<td>2499</td>
<td>625</td>
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<td>651</td>
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Significance Level: 95%

Don't know

| Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p |

Prepared by Saville Rossiter-Base: 01727 899 399
Table 63

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base : All who would change the sports channels they get when Champions League matches will only be available on BT Sport

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY MEDIA TV &amp; SKY BB</td>
<td>BT TV &amp; BT BB</td>
</tr>
<tr>
<td></td>
<td>SKY TV &amp; SKY BB</td>
<td>TV &amp; TT BB</td>
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<td>Total</td>
<td>SKY MEDIA TV</td>
<td>BT TV</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
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<tr>
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<td>405</td>
<td>221</td>
</tr>
<tr>
<td>Total</td>
<td>469</td>
<td>255</td>
</tr>
</tbody>
</table>

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

|                | SKY MEDIA TV | BT TV | ANY PAY TV | FREE TO AIR | SKY MEDIA TV | BT TALK | OTHER | NONE | SKY TV & TT TV & TT BB | BT TV & BT BB | VIRGIN MEDIA TV & TT TV & TT BB |
|                | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p |
| 54% | 14% | ** | ** | ** | 241 | 55 | 84 | 56 | 69 | ** | ** | ** | 79 | ** | ** | ** |
| 58% | 69% | ** | ** | ** | 60% | 50% | 55% | 66% | 57% | ** | ** | ** | 57% | ** | 71% | ** |
| 54% | 17% | ** | ** | ** | 79% | 20% | 31% | 21% | 25% | ** | ** | ** | 29% | ** | 17% | ** |

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

|                | SKY MEDIA TV | BT TV | ANY PAY TV | FREE TO AIR | SKY MEDIA TV | BT TALK | OTHER | NONE | SKY TV & TT TV & TT BB | BT TV & BT BB | VIRGIN MEDIA TV & TT TV & TT BB |
|                | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p |
| 74% | 8% | ** | ** | ** | 54 | 20 | 30 | 10 | 16 | ** | ** | ** | 26 | ** | 8% | ** |
| 16% | 13% | ** | ** | ** | 15% | 18% | 19% | 12% | 13% | ** | ** | ** | 19% | ** | 12% | ** |
| 54% | 11% | ** | ** | ** | 73% | 27% | 40% | 14% | 21% | ** | ** | ** | 35% | ** | 11% | ** |

I cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

|                | SKY MEDIA TV | BT TV | ANY PAY TV | FREE TO AIR | SKY MEDIA TV | BT TALK | OTHER | NONE | SKY TV & TT TV & TT BB | BT TV & BT BB | VIRGIN MEDIA TV & TT TV & TT BB |
|                | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p |
| 69% | 14% | ** | ** | ** | 54 | 13 | 27 | 13 | 7 | ** | ** | ** | 22 | ** | 8% | ** |
| 15% | 14% | ** | ** | ** | 15% | 12% | 17% | 15% | 6% | ** | ** | ** | 16% | ** | 13% | ** |
| 59% | 13% | ** | ** | ** | 79% | 19% | 39% | 19% | 11% | ** | ** | ** | 32% | ** | 12% | ** |

Don't know

|                | SKY MEDIA TV | BT TV | ANY PAY TV | FREE TO AIR | SKY MEDIA TV | BT TALK | OTHER | NONE | SKY TV & TT TV & TT BB | BT TV & BT BB | VIRGIN MEDIA TV & TT TV & TT BB |
|                | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p |
| 56% | 3% | ** | ** | ** | 33 | 21 | 13 | 6 | 29 | ** | ** | ** | 10 | ** | 3% | ** |
| 12% | 4% | ** | ** | ** | 9% | 20% | 8% | 7% | 24% | ** | ** | ** | 7% | ** | 4% | ** |
| 52% | 5% | ** | ** | ** | 59% | 38% | 23% | 11% | 51% | ** | ** | ** | 18% | ** | 5% | ** |

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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Q30. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

**Base : All who would change the sports channels they get when Champions League matches will only be available on BT Sport**

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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</thead>
<tbody>
<tr>
<td><strong>Sky TV &amp; Any BB</strong></td>
<td><strong>Sky TV &amp; Virgin Media BB</strong></td>
<td><strong>Sky TV &amp; No BB</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>451</td>
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<tr>
<td>Significance Level: 95%</td>
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<tr>
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<td>270</td>
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</tr>
<tr>
<td>52%</td>
<td>55%</td>
<td>53%</td>
</tr>
<tr>
<td>20%</td>
<td>11%</td>
<td>** **</td>
</tr>
<tr>
<td>I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider</td>
<td>74</td>
<td>12</td>
</tr>
<tr>
<td>16%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>16%</td>
<td>8%</td>
<td>** **</td>
</tr>
<tr>
<td>I cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider</td>
<td>69</td>
<td>15</td>
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<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>22%</td>
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<tr>
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<td>12%</td>
<td>17%</td>
<td>23%</td>
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<tr>
<td>30%</td>
<td>22%</td>
<td>** **</td>
</tr>
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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 63

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base: All who would change the sports channels they get when Champions League matches will only be available on BT Sport

### SPORTS CHANNEL SUBSCRIBERS

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<th></th>
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<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>EIGHTER SKY SPORTS OR BT SPORT</th>
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<tr>
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<td>72</td>
<td>50</td>
<td>142</td>
<td>22</td>
<td>237</td>
</tr>
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<td>213</td>
</tr>
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<td>74</td>
<td>51</td>
<td>148</td>
<td>23</td>
<td>247</td>
</tr>
<tr>
<td>I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get</td>
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<td>119</td>
<td>50</td>
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<td>69%</td>
<td>56%</td>
<td>**</td>
<td>55%</td>
</tr>
<tr>
<td>I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider</td>
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<td>9</td>
<td>4</td>
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<td>43</td>
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<td>35%</td>
<td>13%</td>
<td>12%</td>
<td>7%</td>
<td>15%</td>
<td>**</td>
<td>17%</td>
</tr>
<tr>
<td>I cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider</td>
<td>69</td>
<td>30</td>
<td>7</td>
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<td>10%</td>
<td>10%</td>
<td>17%</td>
<td>**</td>
<td>15%</td>
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<td>7</td>
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Q30. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base : All who would change the sports channels they get when Champions League matches will only be available on BT Sport

<table>
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<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>ONLY Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
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<tbody>
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<td>Mention of PL and CL</td>
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<td></td>
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<tr>
<td>Mention of PL</td>
<td>Mention of CL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of PL and CL</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>No Mention of Football</td>
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<tr>
<td>Any Mention of Sport</td>
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<tr>
<td>Any Mention of Particular Sport</td>
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<td>Any Mention of PL and CL</td>
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<tr>
<td>Any Mention of Non-Sport</td>
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</table>

Significance Level: 95%

Unweighted total

Total

Effective Weighted Sample

Unweighted total:

Total

Effective Weighted Sample:

Unweighted total:

Total

Effective Weighted Sample:

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

I cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

Don’t know

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
Table 63

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Base: All who would change the sports channels they get when Champions League matches will only be available on BT Sport

<table>
<thead>
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<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
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<tbody>
<tr>
<td></td>
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<td>NO MENTION OF FOOTBALL</td>
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<td>~a ~b c d e ~f g ~h</td>
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<tr>
<td>Total</td>
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</table>

** I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get

270 ** ** 43 36 30 ** 29 **
58% ** ** 56% 61% 60% ** 54% **
** ** 16% 13% 11% ** 12% **
95% 88% 86% ** ** 12%

** I would continue to get TV from Sky/ Virgin Media/ BT/ TalkTalk but would change the channels I get AND would change my broadband provider

74 ** ** 12 8 8 ** 10 **
16% ** ** 15% 13% 15% ** 19% **
** ** 16% 10% 10% ** 14% **
95% 87% 86% ** ** 11%

** I cancel my TV from Sky/ Virgin Media/ BT/ TalkTalk and switch to a different TV provider

69 ** ** 7 4 4 ** 5 **
15% ** ** 9% 7% 8% ** 9% **
** ** 10% 6% 6% ** 7% **
93% 80% 78% ** ** 13%

** Don't know

56 ** ** 15 11 9 ** 10 **
12% ** ** 19% 19% 17% ** 19% **
** ** 26% 19% 15% ** 18% **
95% 90% 90% ** ** 10%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. (PROMPTED) As you would change the channels that you get, which one of the following best describes what you would do? (SINGLE CODE)

Base : All who would change the sports channels they get when Champions League matches will only be available on BT Sport

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<tr>
<th>SEC</th>
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<th>AGE</th>
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<td>74</td>
<td>21</td>
<td>39 14</td>
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<td>17</td>
<td>35 16</td>
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<td>28 11</td>
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Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Summary Table for Scenario 4 - Champions League

Base: All who are responsible for the household television service

Table 64

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<tr>
<th></th>
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<th>Virgin Media</th>
<th>BT TV</th>
<th>TALK TV</th>
<th>PAY TV</th>
<th>FREE TO AIR</th>
<th>SKY MEDIA</th>
<th>BT TALK</th>
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<td>3158</td>
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<td>473</td>
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Significance level: 95%

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Columns Tested: a,b,c,d,e - g,h,i,k,l - m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service

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<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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<td></td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
### SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service

#### Table 64

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<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
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<tbody>
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<td>SKY TV &amp; BB</td>
<td>SKY TV &amp; VIRGIN MEDIA TV &amp; NOT VIRGIN MEDIA TV</td>
</tr>
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<td>EXCEPT SKY BB</td>
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Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 64

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base : All who are responsible for the household television service

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<th>SKY TV &amp; ANY BB</th>
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<th>SKY TV &amp; TT BB</th>
<th>SKY TV &amp; VIRGIN MEDIA BB</th>
<th>SKY TV &amp; OTHER BB</th>
<th>SKY TV &amp; NO BB</th>
<th>VIRGIN MEDIA TV &amp; NOT VIRGIN MEDIA BB</th>
<th>FREE TO AIR &amp; BT BB</th>
<th>FREE TO AIR &amp; BT &amp; TT BB</th>
<th>FREE TO AIR &amp; SKY BB</th>
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**Significance Level: 95%**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

### BROADBAND ONLY

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<th>FREE TO AIR &amp; BT BB</th>
<th>FREE TO AIR &amp; BT &amp; TT BB</th>
<th>FREE TO AIR &amp; SKY BB</th>
<th>FREE TO AIR &amp; OTHER BB</th>
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</thead>
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<tr>
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<td>222</td>
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<td>73</td>
<td>83</td>
<td>171</td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
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<tr>
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<td>200</td>
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<td>82</td>
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</table>

**Significance Level: 95%**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

### BT SPORT APP

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<tr>
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<th>SKY TV &amp; OTHER BB</th>
<th>SKY TV &amp; NO BB</th>
<th>VIRGIN MEDIA TV &amp; NOT VIRGIN MEDIA BB</th>
<th>FREE TO AIR &amp; BT BB</th>
<th>FREE TO AIR &amp; BT &amp; TT BB</th>
<th>FREE TO AIR &amp; SKY BB</th>
<th>FREE TO AIR &amp; OTHER BB</th>
<th>FREE TO AIR &amp; NO BB</th>
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<tr>
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<td>89</td>
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<td>39</td>
<td>228</td>
<td>145</td>
<td>82</td>
<td>86</td>
<td>183</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
### SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th></th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT BUT NOT SKY SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>612</td>
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<td>211</td>
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<td>560</td>
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<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>2441</td>
<td>560</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>549</td>
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<td>189</td>
<td>360</td>
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<td>2174</td>
<td>502</td>
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### NO CHANGE

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<table>
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<table>
<thead>
<tr>
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</table>

<table>
<thead>
<tr>
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<th>-</th>
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<th>-</th>
<th>1596</th>
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### CHANGE

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<td>11%</td>
<td>-%</td>
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</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Summary Table for Scenario 4 - Champions League**

Base: All who are responsible for the household television service

### Sports Channel Subscribers

<table>
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<tr>
<th></th>
<th>Total</th>
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<th>BT Sports</th>
<th>SKY Sports and BT Sport</th>
<th>SKY Sports but NOT BT Sport</th>
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<th>SKY Sports 1/2 and BT Sport</th>
<th>SKY Sports 1/2</th>
<th>Either SKY Sports or BT Sport</th>
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</thead>
<tbody>
<tr>
<td><strong>Unweighted total</strong></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>612</td>
<td>316</td>
<td>211</td>
<td>401</td>
<td>105</td>
<td>2441</td>
<td>560</td>
<td>206</td>
<td>354</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td></td>
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<td></td>
<td></td>
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<tr>
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<td>360</td>
<td>95</td>
<td>2174</td>
<td>502</td>
<td>185</td>
<td>317</td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

- **WILL CHANGE TO SS ONLY**
  - Unweighted total: 85
  - Effective Weighted Sample: 85
  - Total: 3158

- **WILL CHANGE TO BTS ONLY**
  - Unweighted total: 166
  - Effective Weighted Sample: 166
  - Total: 3158

- **WILL CHANGE TO NEITHER BTS NOR SS**
  - Unweighted total: 86
  - Effective Weighted Sample: 86
  - Total: 3158

- **DON'T KNOW WHICH CHANNELS WOULD TAKE**
  - Unweighted total: 659
  - Effective Weighted Sample: 659
  - Total: 3158

Columns Tested: a, b, c, d, e, f, g, h, i, j

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>Pl as Main Reason</th>
<th>Cl as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Football</td>
<td>Mention of PL and CL</td>
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<td>Any Mention of Sport</td>
<td>Reasons</td>
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<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
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<tr>
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NO CHANGE

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<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>Pl as Main Reason</th>
<th>Cl as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>HAS BTS AND SS NOW AND WILL KEEP IN FUTURE</td>
<td></td>
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</tr>
<tr>
<td>Unweighted total</td>
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<tr>
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HAS SS ONLY AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>Pl as Main Reason</th>
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<tbody>
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HAS BTS ONLY AND WILL KEEP IN FUTURE

<table>
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<th>Reason for Getting Sky Sports</th>
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HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE

<table>
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<th>Reason for Getting Sky Sports</th>
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<th>Only Non-Sport Reasons</th>
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CHANGE

<table>
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<th>Only Non-Sport Reasons</th>
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<th>Cl as Main Reason</th>
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<tbody>
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</tr>
<tr>
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Columns Tested: a,b,c,d,e,f,g,h,i,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 64

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Non-Sport Reasons</th>
<th>PL as Main Reason</th>
<th>CL as Main Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Any Football</td>
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<td>Mention of CL</td>
<td>MENTION OF PL AND CL</td>
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Significance Level: 95%

WILL CHANGE TO SS ONLY

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<th>b</th>
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<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
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WILL CHANGE TO BTS ONLY

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<th>e</th>
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<td>18%</td>
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<td>18%</td>
<td>3%</td>
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WILL CHANGE TO NEITHER BTS NOR SS

<table>
<thead>
<tr>
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<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
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</tr>
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<td>11%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>14</td>
<td>35</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>86</td>
<td>7%</td>
<td>5%</td>
<td>17%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>18%</td>
<td>21%</td>
<td>18%</td>
<td>3%</td>
</tr>
</tbody>
</table>

DON'T KNOW

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>85</td>
<td>3%</td>
<td>12%</td>
<td>8%</td>
<td>17%</td>
<td>16%</td>
<td>12%</td>
<td>8%</td>
<td>15</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Effective</td>
<td>126</td>
<td>10%</td>
<td>11%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>14</td>
<td>35</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>86</td>
<td>7%</td>
<td>5%</td>
<td>17%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>18%</td>
<td>21%</td>
<td>18%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
Table 64

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Aware of SS</th>
<th>Aware of BTS</th>
<th>Aware of Both SS &amp; BTS</th>
<th>Aware of SS but Not BTS</th>
<th>Aware of BTS but Not SS</th>
<th>Not Aware of SS</th>
<th>Not Aware of BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Mention of Sport in</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of Any Football</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>149</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
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<td>150</td>
<td>149</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>150</td>
<td>149</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Has BTS and SS now and will keep in future</td>
<td>150</td>
<td>149</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Has SS only and will keep in future</td>
<td>212</td>
<td>193</td>
<td>193</td>
<td>19</td>
<td>-</td>
<td>-</td>
<td>19</td>
</tr>
<tr>
<td>Has BTS only and will keep in future</td>
<td>72</td>
<td>72</td>
<td>72</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Has neither BTS nor SS and will keep in future</td>
<td>1596</td>
<td>1371</td>
<td>1215</td>
<td>1179</td>
<td>192</td>
<td>37</td>
<td>225</td>
</tr>
<tr>
<td>Change</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will Change to BTS and SS</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o</td>
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<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 64

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Aware of SS</th>
<th>Aware of BTS</th>
<th>Aware of Both SS &amp; BTS</th>
<th>Aware of SS but Not BTS</th>
<th>Aware of BTS but Not SS</th>
<th>Not Aware of SS</th>
<th>Not Aware of BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Mention of Sport in</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of Any Football</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
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<td>150</td>
<td>149</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>150</td>
<td>149</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Has BTS and SS now and will keep in future</td>
<td>150</td>
<td>149</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Has SS only and will keep in future</td>
<td>212</td>
<td>193</td>
<td>193</td>
<td>19</td>
<td>-</td>
<td>-</td>
<td>19</td>
</tr>
<tr>
<td>Has BTS only and will keep in future</td>
<td>72</td>
<td>72</td>
<td>72</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Has neither BTS nor SS and will keep in future</td>
<td>1596</td>
<td>1371</td>
<td>1215</td>
<td>1179</td>
<td>192</td>
<td>37</td>
<td>225</td>
</tr>
<tr>
<td>Change</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will Change to BTS and SS</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o</td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF SPORT IN</td>
<td></td>
</tr>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>a</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
</tr>
<tr>
<td>WILL CHANGE TO SS ONLY</td>
<td>85</td>
</tr>
<tr>
<td>WILL CHANGE TO BTS ONLY</td>
<td>166</td>
</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
<td>86</td>
</tr>
<tr>
<td>DON'T KNOW WHICH CHANNELS WOULD TAKE</td>
<td>659</td>
</tr>
</tbody>
</table>

| | | | | | | | | | | | | | | | |
| Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o | | | | | | | | | | | | | | | |

Prepared by Saville Rossiter-Base : 01727 899 399
### SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service

#### Table 64

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY MINORITY</th>
<th>NATION</th>
<th>NORTHERN IRELAND</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WHITE ETHNIC GROUP</td>
<td>ENGLAND</td>
<td>SCOTLAND</td>
<td>WALES</td>
<td>16-34</td>
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<tr>
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<td></td>
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</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
<tr>
<td></td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
<td>C1C2</td>
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<tr>
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<td>3158</td>
<td>570</td>
<td>1438</td>
<td>1150</td>
<td>2769</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>535</td>
<td>1328</td>
<td>1107</td>
<td>2472</td>
</tr>
</tbody>
</table>

### NO CHANGE

- **HAS BTS AND SS NOW AND WILL KEEP IN FUTURE**
  - Total: 150
  - Significance Level: 95%
  - Unweighted total: 3158
  - Effective Weighted Sample: 2817
  - Columns Tested: a, b, c - d, e - f, g, i, j - k, l, m - n, o, p

### CHANGE

#### WILL CHANGE TO BTS AND SS

- Total: 133
- Columns Tested: a, b, c - d, e - f, g, i, j - k, l, m - n, o, p

#### WILL CHANGE TO SS ONLY

- Total: 85
- Columns Tested: a, b, c - d, e - f, g, i, j - k, l, m - n, o, p

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Prepared by Saville Rossiter-Base: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE**

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WHITE</td>
<td>ENGLAND</td>
<td>SCOT LAND</td>
<td>WALES</td>
</tr>
<tr>
<td>-----</td>
<td>-----------</td>
<td>--------</td>
<td>-----------</td>
<td>-------</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>570</td>
<td>1438</td>
<td>1150</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>535</td>
<td>1328</td>
<td>1107</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>785</td>
<td>1509</td>
<td>864</td>
</tr>
</tbody>
</table>

### WILL CHANGE TO BTS ONLY

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WHITE</td>
<td>ENGLAND</td>
<td>SCOT LAND</td>
<td>WALES</td>
</tr>
<tr>
<td>-----</td>
<td>-----------</td>
<td>--------</td>
<td>-----------</td>
<td>-------</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>166</td>
<td>41</td>
<td>99</td>
<td>26</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>25%</td>
<td>48%</td>
<td>60%</td>
<td>16%</td>
</tr>
</tbody>
</table>

### WILL CHANGE TO NEITHER BTS NOR SS

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WHITE</td>
<td>ENGLAND</td>
<td>SCOT LAND</td>
<td>WALES</td>
</tr>
<tr>
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<td>-----------</td>
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<td>-------</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>86</td>
<td>23</td>
<td>38</td>
<td>25</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

### DON'T KNOW

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WHITE</td>
<td>ENGLAND</td>
<td>SCOT LAND</td>
<td>WALES</td>
</tr>
<tr>
<td>-----</td>
<td>-----------</td>
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<td>-----------</td>
<td>-------</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>659</td>
<td>160</td>
<td>287</td>
<td>212</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>21%</td>
<td>20%</td>
<td>19%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
### SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

**Base**: All aware of BT Sport TV channels (who are responsible for the household television service)

#### AWARENESS OF AVAILABILITY OF BT SPORT

<table>
<thead>
<tr>
<th></th>
<th>SKY</th>
<th>FREESAT</th>
<th>VIRGIN MEDIA</th>
<th>FREEVIEW</th>
<th>BT</th>
<th>TALKTALK</th>
<th>NOW TV</th>
<th>MOBILE OPERATORS</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>1120</td>
<td>162</td>
<td>706</td>
<td>237</td>
<td>1686</td>
<td>276</td>
<td>150</td>
<td>124</td>
<td>8</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2177</td>
<td>1006</td>
<td>145</td>
<td>637</td>
<td>214</td>
<td>1490</td>
<td>248</td>
<td>134</td>
<td>111</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2477</td>
<td>1169</td>
<td>172</td>
<td>759</td>
<td>246</td>
<td>1731</td>
<td>298</td>
<td>165</td>
<td>138</td>
<td>8</td>
</tr>
</tbody>
</table>

**Columns Tested**: a, b, c, d, e, f, g, h, i, j

*ANY break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.*

**NO CHANGE**

| HAS BTS AND SS NOW AND WILL KEEP IN FUTURE | 149 | 124 | 15 | 82 | 25 | 112 | 29 | 15 | 17 | ** | - |
| HAS SS ONLY AND WILL KEEP IN FUTURE       | 193 | 112 | 19 | 72 | 18 | 147 | 27 | 14 | 10 | ** | 12 |
| HAS BTS ONLY AND WILL KEEP IN FUTURE      | 72  | 39  | 4  | 36 | 9  | 63  | 5  | 4  | 5  | ** | - |
| HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE | 1215 | 510 | 91 | 327| 126| 855 | 150| 94 | 76 | ** | 206 |

**CHANGE**

| WILL CHANGE TO BTS AND SS | 119 | 69  | 6  | 38 | 11 | 90  | 14 | 8  | 2  | ** | 3 |
| WILL CHANGE TO SS ONLY    | 71  | 46  | 5  | 19 | 6  | 42  | 14 | 3  | 5  | ** | 7 |

Columns Tested: a, b, c, d, e, f, g, h, i, j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE**

Base : All aware of BT Sport TV channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th></th>
<th>SKY</th>
<th>FREESAT</th>
<th>VIRGIN MEDIA</th>
<th>FREEVIEW</th>
<th>BT</th>
<th>TALKTALK</th>
<th>NOW TV</th>
<th>MOBILE OPERATORS</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>2437</td>
<td>1120</td>
<td>162</td>
<td>706</td>
<td>237</td>
<td>1866</td>
<td>276</td>
<td>150</td>
<td>124</td>
<td>8</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td></td>
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<tr>
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<td>2177</td>
<td>1006</td>
<td>145</td>
<td>637</td>
<td>214</td>
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<tr>
<td><strong>Total</strong></td>
<td>2477</td>
<td>1169</td>
<td>172</td>
<td>759</td>
<td>246</td>
<td>1731</td>
<td>298</td>
<td>165</td>
<td>138</td>
<td>8</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td></td>
<td>348</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>2177</td>
<td>1006</td>
<td>145</td>
<td>637</td>
<td>214</td>
<td>1490</td>
<td>248</td>
<td>134</td>
<td>111</td>
<td>7</td>
</tr>
</tbody>
</table>

**WILL CHANGE TO BTS ONLY**

6% 53% 79 8 56 17 116 15 9 7 ** 7

**WILL CHANGE TO NEITHER BTS NOR SS**

3% 46 10 34 12 53 9 5 5 ** 3

**DON'T KNOW WHICH CHANNELS WOULD TAKE**

436 143 15 95 22 251 34 13 11 ** 110

48% 18% 12% 9% 13% 9% 16% 11% 8% 8% ** 32%

33% 3% 22% 5% 58% 8% 3% 3% ** 25%

Columns Tested: a,b,c,d,e,f,g,h,i,j
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

#### SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>REASON FOR TAKING BOTH SKY SPORTS AND BT SPORT</th>
<th>TO WATCH ALL LIVE PL MATCHES</th>
<th>TO WATCH A WIDE RANGE OF SPORTS</th>
<th>BT SPORT DIDN'T COST MUCH EXTRA/WAS FREE</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>211</td>
<td>69</td>
<td>63</td>
<td>52</td>
<td>19</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>189</td>
<td>62</td>
<td>56</td>
<td>47</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>73</td>
<td>68</td>
<td>56</td>
<td>20</td>
</tr>
</tbody>
</table>

#### NO CHANGE

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

| **Significance Level: 95%**                    | Total                       |                                 |                                       |       |            |
| Unweighted total                               | 150                         | 58                              | 45                                    | 35    | 2**        | 3**         |
| Effective Weighted Sample                       | 139                         | 80                              | 67                                    | 63    | 3**        | 3**         |
| Total                                         | 225                         | 73                              | 68                                    | 56    | 20         | 8          |

#### CHANGE

WILL CHANGE TO SS ONLY

| **Significance Level: 95%**                    | Total                       |                                 |                                       |       |            |
| Unweighted total                               | 18                          | 2                               | 7                                     | 7     | 2**        | 2**         |
| Effective Weighted Sample                       | 16                          | 3                               | 11                                    | 13    | 2**        | 2**         |
| Total                                         | 225                         | 73                              | 68                                    | 56    | 20         | 8          |

WILL CHANGE TO BTS ONLY

| **Significance Level: 95%**                    | Total                       |                                 |                                       |       |            |
| Unweighted total                               | 17                          | 6                               | 5                                     | 3     | 2**        | 2**         |
| Effective Weighted Sample                       | 16                          | 9                               | 7                                     | 5     | 2**        | 2**         |
| Total                                         | 225                         | 73                              | 68                                    | 56    | 20         | 8          |

WILL CHANGE TO NEITHER BTS NOR SS

| **Significance Level: 95%**                    | Total                       |                                 |                                       |       |            |
| Unweighted total                               | 16                          | 3                               | 5                                     | 4     | 2**        | 2**         |
| Effective Weighted Sample                       | 15                          | 4                               | 7                                     | 8     | 2**        | 2**         |
| Total                                         | 225                         | 73                              | 68                                    | 56    | 20         | 8          |

DON'T KNOW

| **Significance Level: 95%**                    | Total                       |                                 |                                       |       |            |
| Unweighted total                               | 24                          | 4                               | 5                                     | 6     | 2**        | 2**         |
| Effective Weighted Sample                       | 20                          | 5                               | 7                                     | 11    | 2**        | 2**         |
| Total                                         | 225                         | 73                              | 68                                    | 56    | 20         | 8          |

Columns Tested: a,b,c,d,e

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE**

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service)

<table>
<thead>
<tr>
<th>IMPORTANCE OF BOTH BT SPORT AND SKY SPORTS</th>
<th>VERY IMPORTANT</th>
<th>FAIRLY IMPORTANT</th>
<th>NEITHER/ NOR</th>
<th>FAIRLY IMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
<th>TOTAL IMPORTANT</th>
<th>TOTAL NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>211</td>
<td>83</td>
<td>67</td>
<td>26</td>
<td>15</td>
<td>16</td>
<td>150</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>189</td>
<td>73</td>
<td>61</td>
<td>23</td>
<td>13</td>
<td>16</td>
<td>134</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>87</td>
<td>73</td>
<td>29</td>
<td>15</td>
<td>16</td>
<td>160</td>
</tr>
<tr>
<td>NO CHANGE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has BTS and SS now and will keep in future</td>
<td>150</td>
<td>73</td>
<td>51</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>124</td>
</tr>
<tr>
<td></td>
<td>67%</td>
<td>83%</td>
<td>70%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>77%</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>34%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>83%</td>
</tr>
<tr>
<td>Change</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will change to SS only</td>
<td>18</td>
<td>3</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>3%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>29%</td>
</tr>
<tr>
<td>Will change to BTS only</td>
<td>17</td>
<td>6</td>
<td>9</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>12%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>54%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>89%</td>
</tr>
<tr>
<td>Will change to neither BTS nor SS</td>
<td>16</td>
<td>1</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>1%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>20%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>23%</td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know which channels would take</td>
<td>24</td>
<td>6</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>6%</td>
<td>10%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>29%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>53%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 68

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

### PAY TV PROVIDER

<table>
<thead>
<tr>
<th></th>
<th>SKY MEDIA</th>
<th>BT TV</th>
<th>TALK TV</th>
<th>ANY PAY TV</th>
<th>FREE TO AIR</th>
<th>Total</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2483</td>
<td>947</td>
<td>353</td>
<td>79</td>
<td>70</td>
<td>1449</td>
<td>988</td>
<td>593</td>
<td>426</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2214</td>
<td>848</td>
<td>317</td>
<td>72</td>
<td>64</td>
<td>1302</td>
<td>876</td>
<td>535</td>
<td>384</td>
</tr>
<tr>
<td>Total</td>
<td>2499</td>
<td>986</td>
<td>370</td>
<td>87</td>
<td>70</td>
<td>1513</td>
<td>936</td>
<td>629</td>
<td>464</td>
</tr>
<tr>
<td>39%</td>
<td>15%</td>
<td>3%</td>
<td>3%</td>
<td>61%</td>
<td>37%</td>
<td>25%</td>
<td>19%</td>
<td>18%</td>
<td>11%</td>
</tr>
</tbody>
</table>

### BROADBAND PROVIDER

### BUNDLING TV AND BROADBAND

<table>
<thead>
<tr>
<th></th>
<th>SKY TV &amp; SKY BB</th>
<th>BT TV &amp; BT BB</th>
<th>Virgin Media TV &amp; Broadband</th>
<th>Total</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2483</td>
<td>947</td>
<td>353</td>
<td>79</td>
<td>70</td>
<td>1449</td>
<td>988</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2214</td>
<td>848</td>
<td>317</td>
<td>72</td>
<td>64</td>
<td>1302</td>
<td>876</td>
</tr>
<tr>
<td>Total</td>
<td>2499</td>
<td>986</td>
<td>370</td>
<td>87</td>
<td>70</td>
<td>1513</td>
<td>936</td>
</tr>
<tr>
<td>39%</td>
<td>15%</td>
<td>3%</td>
<td>3%</td>
<td>61%</td>
<td>37%</td>
<td>25%</td>
<td>19%</td>
</tr>
</tbody>
</table>

### NO CHANGE

- HAS BTS AND SS NOW AND WILL KEEP IN FUTURE
  - 150
  - 6%
  - 10%
  - 12%
  - 4%
  - 8%
  - 10%
  - 10%
  - 10%
  - 2%
  - 1%
  - 9%
  - 4%
  - 12%
  - 1%

- HAS SS ONLY AND WILL KEEP IN FUTURE
  - 212
  - 8%
  - 20%
  - 3%
  - 1%
  - 4%
  - 14%
  - 14%
  - 18%
  - 6%
  - 4%
  - 4%
  - 7%
  - 5%
  - 21%
  - 3%
  - 5%

- HAS BTS ONLY AND WILL KEEP IN FUTURE
  - 72
  - 3%
  - 1%
  - 7%
  - 4%
  - 1%
  - 5%
  - 5%
  - 6%
  - 10%
  - 10%
  - 10%
  - 10%
  - 2%
  - 3%
  - 7%

- HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE
  - 1596
  - 64%
  - 43%
  - 60%
  - 28%
  - 79%
  - 48%
  - 88%
  - 49%
  - 60%
  - 48%
  - 80%
  - 80%
  - 85%
  - 45%
  - 26%
  - 59%
  - 82%
  - 26%
  - 14%
  - 2%
  - 3%
  - 45%
  - 52%
  - 19%
  - 19%
  - 13%
  - 13%
  - 13%
  - 21%
  - 15%
  - 1%
  - 13%
  - 3%

### CHANGE

- WILL CHANGE TO BTS AND SS
  - 133
  - 5%
  - 9%
  - 5%
  - 2%
  - 3%
  - 7%
  - 3%
  - 10%
  - 6%
  - 5%
  - 3%
  - 2%
  - 2%
  - 10%
  - 2%
  - 5%
  - 3%
  - 14%
  - 1%
  - 2%
  - 81%
  - 18%
  - 45%
  - 20%
  - 16%
  - 6%
  - 4%
  - 1%
  - 13%
  - 2%

Columns Tested: a,b,c,d,e,f-g,h,i,j,k,l-m,n,o,p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE**

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SKY Media</td>
<td>BT TV</td>
</tr>
<tr>
<td></td>
<td>VIRGIN TV</td>
<td>TALK TV</td>
</tr>
<tr>
<td></td>
<td>TALK TV</td>
<td>ANY PAY TV</td>
</tr>
<tr>
<td></td>
<td>FREE TO AIR</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2499</td>
<td>2483</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2483</td>
<td>947</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2499</td>
<td>986</td>
</tr>
<tr>
<td></td>
<td>39%</td>
<td>15%</td>
</tr>
<tr>
<td>WILL CHANGE TO SS ONLY</td>
<td>85</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>7%</td>
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<tr>
<td></td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>7%</td>
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</tr>
<tr>
<td>WILL CHANGE TO BTS ONLY</td>
<td>166</td>
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<td>4%</td>
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</tr>
<tr>
<td></td>
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<tr>
<td></td>
<td>6%</td>
<td>27</td>
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<tr>
<td></td>
<td>4%</td>
<td>3%</td>
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<td></td>
<td>7%</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>12</td>
</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
<td>86</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5</td>
</tr>
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<td></td>
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</tr>
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<td></td>
<td>6%</td>
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<td>5%</td>
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<tr>
<td></td>
<td>4%</td>
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<tr>
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</tr>
<tr>
<td></td>
<td>3%</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>5%</td>
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</tr>
<tr>
<td></td>
<td>2%</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>2%</td>
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</tr>
<tr>
<td></td>
<td>1%</td>
<td>6</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
## Table 68: PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

### SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service - excluding those who don’t know what they would do at Scenario 4

<table>
<thead>
<tr>
<th></th>
<th>SOLUS TV</th>
<th>BROADBAND ONLY</th>
<th>BT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKY TV &amp; ANY BB</strong></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>EXCEPT SKY BB</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td>SKY TV &amp; VIRGIN MEDIA</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>TV &amp; OTHER BB</td>
<td>10%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>SKY TV &amp; NO BB</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>VIRGIN MEDIA TV &amp; NOT</td>
<td>16%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>BB</td>
<td>19%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>FREE TO AIR &amp; BB</td>
<td>22%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>FREE TO AIR &amp; NO BB</td>
<td>25%</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>FREE TO BB</td>
<td>28%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>FREE TO SKY BB</td>
<td>31%</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>FREE TO NO BB</td>
<td>34%</td>
<td>35%</td>
<td>36%</td>
</tr>
</tbody>
</table>

### NO CHANGE

**HAS BTS AND SS NOW AND WILL KEEP IN FUTURE**

|                      | 150      | **          | **          |
|                      | 6%       | -           | -           |
|                      | cf       | -           | -           |
|                      | acef     | -           | -           |
|                      | 33%      | -           | -           |
|                      | -        | -           | -           |

**HAS SS ONLY AND WILL KEEP IN FUTURE**

|                      | 212      | **          | **          |
|                      | 8%       | -           | -           |
|                      | b        | -           | -           |
|                      | 29%      | -           | -           |
|                      | -        | -           | -           |

**HAS BTS ONLY AND WILL KEEP IN FUTURE**

|                      | 72       | **          | **          |
|                      | 3%       | -           | -           |
|                      | ef       | -           | -           |
|                      | 14%      | -           | -           |
|                      | -        | -           | -           |

**HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE**

|                      | 1596     | **          | **          |
|                      | 64%      | -           | -           |
|                      | b        | -           | -           |
|                      | 9%       | -           | -           |
|                      | -        | -           | -           |

### CHANGE

**WILL CHANGE TO BTS AND SS**

|                      | 133      | **          | **          |
|                      | 5%       | -           | -           |
|                      | 17%      | -           | -           |

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l - m - n,o,p

Prepared by Saville Rossiter: 01727 899 399
## Pay TV Wholesale Must-Offer Review: 1st to 7th October 2014

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Summary Table for Scenario 4 - Champions League

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

<table>
<thead>
<tr>
<th>SOLUS TV</th>
<th></th>
<th>BROADBAND ONLY</th>
<th></th>
<th>PtT SPORT APP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>ONLY HAS</td>
<td>ONLY HAS</td>
</tr>
<tr>
<td>SKY TV &amp; ANY BB</td>
<td>SKY TV &amp; OTHER BB</td>
<td>SKY TV &amp; NO BB</td>
<td>FREE TO AIR &amp; OTHER BB</td>
<td>ONLY HAS BT SPORT APP NO BT TV</td>
</tr>
<tr>
<td><strong>EXCEPT SKY BB</strong></td>
<td><strong>SKY TV &amp; TT BB</strong></td>
<td><strong>SKY TV &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; BT BB</strong></td>
<td><strong>BT SPORT APP NO BT TV</strong></td>
</tr>
<tr>
<td><strong>TT BB</strong></td>
<td><strong>VIRGIN MEDIA TV &amp; NOT VIRGIN MEDIA BB</strong></td>
<td><strong>FREE TO AIR &amp; VIRGIN MEDIA BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
<td><strong>ONLY HAS SKY SPORTS TV NO BT TV</strong></td>
</tr>
<tr>
<td><strong>Virgin BB</strong></td>
<td><strong>SKY TV &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
<td><strong>ONLY HAS BT SPORTS NO BT TV</strong></td>
</tr>
<tr>
<td><strong>Virgin BB</strong></td>
<td><strong>SKY TV &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
<td><strong>ONLY HAS BT SPORTS NO BT TV</strong></td>
</tr>
<tr>
<td><strong>Virgin BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
<td><strong>ONLY HAS BT SPORTS NO BT TV</strong></td>
</tr>
<tr>
<td><strong>Virgin BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
<td><strong>ONLY HAS BT SPORTS NO BT TV</strong></td>
</tr>
<tr>
<td><strong>Virgin BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
<td><strong>ONLY HAS BT SPORTS NO BT TV</strong></td>
</tr>
</tbody>
</table>

### Significance Level: 95%

Unweighted total: 2483, 336, 157, 65, 39, 75, 81, 34
Effective Weighted Sample: 2214, 301, 141, 57, 35, 69, 72, 30
Total: 2499, 357, 166, 69, 40, 82, 67, 27

<table>
<thead>
<tr>
<th>WILL CHANGE TO SS ONLY</th>
<th>WILL CHANGE TO BTS ONLY</th>
<th>WILL CHANGE TO NEITHER BTS NOR SS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>85</strong></td>
<td><strong>166</strong></td>
<td><strong>86</strong></td>
</tr>
<tr>
<td><strong>19</strong></td>
<td><strong>27</strong></td>
<td><strong>28</strong></td>
</tr>
<tr>
<td><strong>10</strong></td>
<td><strong>17</strong></td>
<td><strong>13</strong></td>
</tr>
<tr>
<td><strong>8</strong></td>
<td><strong>5</strong></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>4</strong></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>4</strong></td>
<td><strong>6</strong></td>
</tr>
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<td><strong>4%</strong></td>
<td><strong>6%</strong></td>
</tr>
<tr>
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<td><strong>4%</strong></td>
<td><strong>6%</strong></td>
</tr>
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<td><strong>5</strong></td>
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<tr>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
<td><strong>3</strong></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
<td><strong>3</strong></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
<td><strong>3</strong></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
<td><strong>3</strong></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
<td><strong>3</strong></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
<td><strong>3</strong></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g - h,i,j,k,l,m - n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

<table>
<thead>
<tr>
<th>SPORTS CHANNEL SUBSCRIBERS</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS AND BT SPORT</th>
<th>SKY SPORTS NOT BT SPORT</th>
<th>SKY SPORTS BUT NOT SKY SPORTS</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2483</td>
<td>534</td>
<td>278</td>
<td>189</td>
<td>345</td>
<td>89</td>
<td>1860</td>
<td>465</td>
<td>148</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2214</td>
<td>478</td>
<td>250</td>
<td>169</td>
<td>309</td>
<td>81</td>
<td>1657</td>
<td>443</td>
<td>146</td>
</tr>
<tr>
<td>Total</td>
<td>2499</td>
<td>562</td>
<td>296</td>
<td>201</td>
<td>360</td>
<td>95</td>
<td>1842</td>
<td>519</td>
<td>196</td>
</tr>
</tbody>
</table>

NO CHANGE

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
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<td>150</td>
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<td>-</td>
<td>148</td>
<td>148</td>
<td>-</td>
<td>150</td>
</tr>
</tbody>
</table>

HAS SS ONLY AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>212</th>
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<tr>
<td>8%</td>
<td>38%</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>194</td>
<td>194</td>
<td>212</td>
<td></td>
</tr>
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</table>

HAS BTS ONLY AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>72</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>72</td>
<td>-</td>
<td>-</td>
<td>72</td>
</tr>
</tbody>
</table>

HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE

<table>
<thead>
<tr>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>1596</th>
</tr>
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<tbody>
<tr>
<td>64%</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>1596</td>
<td>-</td>
<td>-</td>
<td>-</td>
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</tbody>
</table>

CHANGE

WILL CHANGE TO BTS AND SS

<table>
<thead>
<tr>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>133</th>
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</thead>
<tbody>
<tr>
<td>5%</td>
<td>12%</td>
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<td>-</td>
<td>69</td>
<td>6</td>
<td>-</td>
<td>69</td>
<td>6</td>
<td>64</td>
<td>69</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

Table 68

**SPORTS CHANNEL SUBSCRIBERS**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>SKY SPORTS</th>
<th>BT SPORT</th>
<th>SKY SPORTS BUT NOT BT SPORT</th>
<th>BT SPORT</th>
<th>NEITHER SKY SPORTS NOR BT SPORT</th>
<th>SKY SPORTS 1/2 AND BT SPORT</th>
<th>SKY SPORTS 1/2 BUT NOT BT SPORT</th>
<th>EITHER SKY SPORTS OR BT SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level:</td>
<td>95%</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2483</td>
<td>534</td>
<td>278</td>
<td>189</td>
<td>345</td>
<td>89</td>
<td>1860</td>
<td>185</td>
<td>310</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2214</td>
<td>478</td>
<td>250</td>
<td>169</td>
<td>309</td>
<td>81</td>
<td>1657</td>
<td>443</td>
<td>166</td>
</tr>
<tr>
<td>Total</td>
<td>2499</td>
<td>562</td>
<td>296</td>
<td>201</td>
<td>360</td>
<td>95</td>
<td>1842</td>
<td>519</td>
<td>196</td>
</tr>
</tbody>
</table>

WILL CHANGE TO SS ONLY

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
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</thead>
<tbody>
<tr>
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<td>18</td>
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<td>-</td>
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<td>9%</td>
<td>-%</td>
<td>-%</td>
<td>4%</td>
<td>3%</td>
<td>8%</td>
<td>-%</td>
</tr>
<tr>
<td>21%</td>
<td>21%</td>
<td>21%</td>
<td>79%</td>
<td>-%</td>
<td>-%</td>
<td>20%</td>
<td>20%</td>
<td>-%</td>
<td>21%</td>
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</tbody>
</table>

WILL CHANGE TO BTS ONLY

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td>166</td>
<td>43</td>
<td>17</td>
<td>17</td>
<td>26</td>
<td>-</td>
<td>123</td>
<td>41</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>7%</td>
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<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>-%</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>26%</td>
<td>10%</td>
<td>10%</td>
<td>16%</td>
<td>-%</td>
<td>74%</td>
<td>25%</td>
<td>10%</td>
<td>15%</td>
<td>26%</td>
</tr>
</tbody>
</table>

WILL CHANGE TO NEITHER BTS NOR SS

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
</tr>
</thead>
<tbody>
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<td>86</td>
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<td>16</td>
<td>53</td>
<td>16</td>
<td>-</td>
<td>55</td>
<td>15</td>
<td>41</td>
</tr>
<tr>
<td>3%</td>
<td>12%</td>
<td>11%</td>
<td>8%</td>
<td>15%</td>
<td>17%</td>
<td>-%</td>
<td>11%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>81%</td>
<td>38%</td>
<td>19%</td>
<td>62%</td>
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<td>-%</td>
<td>65%</td>
<td>17%</td>
<td>48%</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

**REASON FOR GETTING SKY SPORTS**

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN GENERAL</th>
<th>NO MENTION OF ANY SPORT</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2483</td>
<td>342</td>
<td>232</td>
<td>164</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2483</td>
<td>342</td>
<td>232</td>
<td>164</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2214</td>
<td>291</td>
<td>208</td>
<td>142</td>
</tr>
</tbody>
</table>

**NO CHANGE**

HAS BTS AND SS NOW AND WILL KEEP IN FUTURE

| a | 107 | 31% | 80 | 33% | 60 | 37% | 60 | 42 | 139 | 29% | 124 | 26% | 15 | 7 | 51 |
| b | 6% | ei | 60 | ei | 60 | ei | 42 | ei | 139 | ei | 124 | ei | 15 | 7 | ei |
| c | 71% | 54% | 40% | 48% | 28% | 92% | 92% | 10% | 71% | 54% | 40% | 48% | 28% | 92% | 92% | 10% |

HAS SS ONLY AND WILL KEEP IN FUTURE

| a | 122 | 36% | 76 | 31% | 45 | 28% | 44 | 88 | 179 | 37% | 158 | 37% | 22 | 29 | 48 |
| b | 8% | 36% | 76 | 31% | 45 | 28% | 44 | 88 | 179 | 37% | 158 | 37% | 22 | 29 | 48 |
| c | 57% | 36% | 21% | 21% | 42% | 85% | 74% | 10% | 71% | 54% | 40% | 48% | 28% | 92% | 92% | 10% |

HAS BTS ONLY AND WILL KEEP IN FUTURE

| a | 72 | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% |
| b | 3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% |

HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE

| a | 1596 | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% |
| b | 64% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% | -3% |

**CHANGE**

WILL CHANGE TO BTS AND SS

| a | 133 | 49 | 36 | 24 | 23 | 20 | 62 | 55 | 7 | 7 | 27 |
| b | 5% | 14% | 15% | 15% | 14% | 9% | 13% | 13% | 13% | 10% | 17% |
| c | 37% | 27% | 19% | 17% | 15% | 47% | 41% | 6% | 5% | 20% | **

Columns Tested: a, b, c, d, e, f, g, h, i, j, k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
<th>ANY MENTION OF</th>
<th>MENTION OF</th>
<th>MENTION OF</th>
<th>MENTION OF</th>
<th>NO MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>CL AS MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>ANY FOOTBALL</td>
<td>OF PL</td>
<td>OF CL</td>
<td>AND</td>
<td>OF FOOTBALL</td>
<td>OF SPORT</td>
<td>PARTICULAR SPORT</td>
<td>PARTICULAR SPORT</td>
<td>NON-SPORT</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2483</td>
<td>326</td>
<td>232</td>
<td>158</td>
<td>154</td>
<td>202</td>
<td>458</td>
<td>398</td>
<td>60</td>
<td>63</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2214</td>
<td>291</td>
<td>208</td>
<td>142</td>
<td>138</td>
<td>182</td>
<td>409</td>
<td>355</td>
<td>55</td>
<td>57</td>
</tr>
<tr>
<td>Total</td>
<td>2499</td>
<td>342</td>
<td>244</td>
<td>164</td>
<td>161</td>
<td>213</td>
<td>481</td>
<td>423</td>
<td>58</td>
<td>67</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE**

Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

### Table 68

**REASON FOR GETTING BT SPORT**

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MENTION OF FOOTBALL</strong></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td><strong>MENTION OF PL FOOTBALL</strong></td>
<td></td>
</tr>
<tr>
<td>150</td>
<td>82</td>
</tr>
</tbody>
</table>
| 6% | 56% | 50% | 28% | 53% | 55% | ** | 22% | 54% | 7% | 7% | 7% | 1% | ** | -% | **%
| 55% | 35% | 41% | 71% | 66% | ** | 23% | 27% | 100% | 99% | 99% | 1% | ** | -% | -% | 1% |

**HAS BTS AND SS NOW AND WILL KEEP IN FUTURE**

| 212 | 1 | 1 | 1 | 1 | 1 | ** | 1 | 1 | 212 | 193 | 193 | 19 | - | 19 |
| 8% | 1% | 1% | % | % | % | ** | % | 1% | 9% | 9% | 10% | 7% | ** | -% | 4% |
| 6% | 56% | 50% | 28% | 53% | 55% | ** | 22% | 54% | 7% | 7% | 7% | 1% | ** | -% | **%
| 55% | 35% | 41% | 71% | 66% | ** | 23% | 27% | 100% | 99% | 99% | 1% | ** | -% | -% | 1% |

**HAS SS ONLY AND WILL KEEP IN FUTURE**

| 72 | 21 | 17 | 51 | 28 | 26 | ** | 40 | 10 | 72 | 72 | 72 | - | ** | - | - |
| 3% | 14% | 16% | 23% | 14% | 15% | ** | 26% | 13% | 3% | 4% | 4% | -% | ** | -% | -%
| 30% | 23% | 70% | 39% | 36% | ** | 55% | 14% | 100% | 100% | 100% | -% | ** | -% | -%

**HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE**

| 1596 | 4 | 4 | 29 | 6 | 4 | ** | 26 | 3 | 1371 | 1215 | 1179 | 192 | ** | 225 | 381 |
| 64% | 2% | 3% | 13% | 3% | 2% | ** | 16% | 4% | 61% | 66% | 59% | 76% | ** | 91% | 83% |
| **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** | **abdeh** |
| % | % | % | % | % | % | ** | 2% | % | 86% | 76% | 74% | 12% | ** | 14% | 24% |

**CHANGES**

**WILL CHANGE TO BTS AND SS**

| 133 | 9 | 7 | 7 | 10 | 9 | ** | 4 | 7 | 131 | 119 | 119 | 12 | ** | 3 | 15 |
| 5% | 6% | 7% | 3% | 5% | 5% | ** | 3% | 9% | 6% | 6% | 6% | 5% | ** | 1% | 3% |
| 6% | 6% | 5% | 7% | 6% | ** | 3% | 5% | 98% | 89% | 89% | 9% | ** | 2% | 11% |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
Table 68

Any break column with a base size lower than 50 has been removed as margins of errors become too great. Data is tested at the 95% confidence level.

### Base
All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

#### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF FOOTBALL</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td>NO MENTION OF FOOTBALL</td>
<td>PL AS MAIN REASON</td>
</tr>
<tr>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
<td>GENERAL</td>
</tr>
<tr>
<td>ANY MENTION OF SPORTS</td>
<td>PL AS MAIN REASON</td>
</tr>
<tr>
<td>No mention of any sport in general but not particular sports</td>
<td>PL AS MAIN REASON</td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

Unweighted total

- Total: 2483
- Base: 2214

Effective Weighted Sample

- Total: 2214
- Base: 2214

<table>
<thead>
<tr>
<th>WILL CHANGE TO SS ONLY</th>
<th>PL AS MAIN REASON</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
</tr>
</thead>
<tbody>
<tr>
<td>WILL CHANGE TO BTS ONLY</td>
<td>PL AS MAIN REASON</td>
<td>g</td>
<td>h</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
<td>PL AS MAIN REASON</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n,o

Prepared by Saville Rossiter - 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 68

<p>| Base: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|</p>
<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>AB</td>
<td>C1C2</td>
<td>DE</td>
<td>WHITE</td>
</tr>
<tr>
<td>----</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2483</td>
<td>451</td>
<td>1166</td>
<td>866</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2214</td>
<td>424</td>
<td>1076</td>
<td>835</td>
</tr>
<tr>
<td>Total</td>
<td>2499</td>
<td>625</td>
<td>1222</td>
<td>651</td>
</tr>
<tr>
<td>25%</td>
<td>49%</td>
<td>26%</td>
<td>88%</td>
<td>8%</td>
</tr>
<tr>
<td>26%</td>
<td>57%</td>
<td>17%</td>
<td>91%</td>
<td>1%</td>
</tr>
<tr>
<td>26%</td>
<td>57%</td>
<td>17%</td>
<td>91%</td>
<td>1%</td>
</tr>
<tr>
<td>HAS BTS AND SS NOW AND WILL KEEP IN FUTURE</td>
<td>150</td>
<td>49</td>
<td>71</td>
<td>30</td>
</tr>
<tr>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>HAS SS ONLY AND WILL KEEP IN FUTURE</td>
<td>212</td>
<td>62</td>
<td>107</td>
<td>43</td>
</tr>
<tr>
<td>8%</td>
<td>10%</td>
<td>9%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>HAS BTS ONLY AND WILL KEEP IN FUTURE</td>
<td>72</td>
<td>19</td>
<td>41</td>
<td>12</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE</td>
<td>1586</td>
<td>386</td>
<td>741</td>
<td>469</td>
</tr>
<tr>
<td>64%</td>
<td>62%</td>
<td>61%</td>
<td>72%</td>
<td>65%</td>
</tr>
<tr>
<td>CHANGE</td>
<td>WILL CHANGE TO BTS AND SS</td>
<td>133</td>
<td>34</td>
<td>78</td>
</tr>
<tr>
<td>9%</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>WILL CHANGE TO SS ONLY</td>
<td>85</td>
<td>12</td>
<td>48</td>
<td>25</td>
</tr>
<tr>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE**

**Base**: All who are responsible for the household television service - excluding those who don't know what they would do at Scenario 4

<table>
<thead>
<tr>
<th>SEC</th>
<th>ETHNICITY</th>
<th>NATION</th>
<th>AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AB C1C2 DE</td>
<td>WHITE ETHNIC GROUP</td>
<td>ENGLAND SCOTLAND</td>
<td>WALES IRELAND NOT SCOTLAND</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m n o p</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2483</td>
<td>451 1166 866</td>
<td>2221 258 2059 200 123 101 2283</td>
<td>578 844 744 317</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2214</td>
<td>424 1076 835</td>
<td>1980 233 1843 183 109 96 2032</td>
<td>525 772 661 289</td>
</tr>
<tr>
<td>Total</td>
<td>2499</td>
<td>625 1222 651</td>
<td>2206 289 2078 197 151 73 2301</td>
<td>631 955 678 235</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

**WILL CHANGE TO BTS ONLY**

<table>
<thead>
<tr>
<th></th>
<th>AB C1C2 DE</th>
<th>WHITE ETHNIC GROUP</th>
<th>ENGLAND SCOTLAND</th>
<th>WALES IRELAND NOT SCOTLAND</th>
<th>16-34 35-54 55-74 75+</th>
<th>MALE FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a b c d e f g h i j k l m n o p</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>166</td>
<td>41 99 26</td>
<td>142 24 131 16 9 9 149</td>
<td>47 73 36 10</td>
<td>106 60</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>158</td>
<td>40 98 26</td>
<td>143 24 132 16 9 9 151</td>
<td>48 74 37 10</td>
<td>108 60</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>184</td>
<td>45 105 27</td>
<td>148 25 134 17 9 9 158</td>
<td>52 78 39 11</td>
<td>111 61</td>
<td></td>
</tr>
</tbody>
</table>

**WILL CHANGE TO NEITHER BTS NOR SS**

<table>
<thead>
<tr>
<th></th>
<th>AB C1C2 DE</th>
<th>WHITE ETHNIC GROUP</th>
<th>ENGLAND SCOTLAND</th>
<th>WALES IRELAND NOT SCOTLAND</th>
<th>16-34 35-54 55-74 75+</th>
<th>MALE FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a b c d e f g h i j k l m n o p</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>86</td>
<td>23 38 25</td>
<td>73 12 69 9 5 2 77</td>
<td>21 39 24 1</td>
<td>57 28</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>84</td>
<td>23 38 25</td>
<td>73 12 69 9 5 2 77</td>
<td>21 39 24 1</td>
<td>57 28</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE**

Base: All aware of BT Sport TV channels (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 4

<table>
<thead>
<tr>
<th>Total</th>
<th>SKY a</th>
<th>FREESAT b</th>
<th>VIRGIN MEDIA c</th>
<th>FREEVIEW d</th>
<th>BT e</th>
<th>TALKTALK f</th>
<th>NOW TV g</th>
<th>MOBILE OPERATORS h</th>
<th>OTHER i</th>
<th>DON'T KNOW j</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1992</td>
<td>975</td>
<td>149</td>
<td>611</td>
<td>216</td>
<td>1416</td>
<td>245</td>
<td>137</td>
<td>114</td>
<td>6</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1778</td>
<td>875</td>
<td>133</td>
<td>552</td>
<td>195</td>
<td>1265</td>
<td>219</td>
<td>122</td>
<td>102</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>2040</td>
<td>1026</td>
<td>157</td>
<td>663</td>
<td>224</td>
<td>1480</td>
<td>264</td>
<td>151</td>
<td>127</td>
<td>7</td>
</tr>
</tbody>
</table>

**NO CHANGE**

Has BTS and SS now and will keep in future

<table>
<thead>
<tr>
<th>Significance level: 95%</th>
<th>1992</th>
<th>2014</th>
<th>15</th>
<th>611</th>
<th>112</th>
<th>39</th>
<th>15</th>
<th>17</th>
<th>** -6%**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1992</td>
<td>875</td>
<td>196</td>
<td>552</td>
<td>196</td>
<td>1265</td>
<td>219</td>
<td>122</td>
<td>102</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1778</td>
<td>875</td>
<td>157</td>
<td>525</td>
<td>157</td>
<td>1250</td>
<td>219</td>
<td>122</td>
<td>102</td>
</tr>
<tr>
<td>Total</td>
<td>2040</td>
<td>1026</td>
<td>157</td>
<td>663</td>
<td>224</td>
<td>1480</td>
<td>264</td>
<td>151</td>
<td>127</td>
</tr>
</tbody>
</table>

**HAS SS ONLY AND WILL KEEP IN FUTURE**

<table>
<thead>
<tr>
<th>Base</th>
<th>1992</th>
<th>2014</th>
<th>15</th>
<th>611</th>
<th>112</th>
<th>39</th>
<th>15</th>
<th>17</th>
<th>** -6%**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1992</td>
<td>875</td>
<td>133</td>
<td>525</td>
<td>133</td>
<td>1265</td>
<td>219</td>
<td>122</td>
<td>102</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1778</td>
<td>875</td>
<td>157</td>
<td>525</td>
<td>157</td>
<td>1250</td>
<td>219</td>
<td>122</td>
<td>102</td>
</tr>
<tr>
<td>Total</td>
<td>2040</td>
<td>1026</td>
<td>157</td>
<td>663</td>
<td>224</td>
<td>1480</td>
<td>264</td>
<td>151</td>
<td>127</td>
</tr>
</tbody>
</table>

**HAS BTS ONLY AND WILL KEEP IN FUTURE**

<table>
<thead>
<tr>
<th>Base</th>
<th>1992</th>
<th>2014</th>
<th>15</th>
<th>611</th>
<th>112</th>
<th>39</th>
<th>15</th>
<th>17</th>
<th>** -6%**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1992</td>
<td>875</td>
<td>133</td>
<td>525</td>
<td>133</td>
<td>1265</td>
<td>219</td>
<td>122</td>
<td>102</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1778</td>
<td>875</td>
<td>157</td>
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<td>1250</td>
<td>219</td>
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<td>Total</td>
<td>2040</td>
<td>1026</td>
<td>157</td>
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<td>224</td>
<td>1480</td>
<td>264</td>
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<td>127</td>
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</table>

**HAS NEITHER BTS NOR SS AND WILL KEEP IN FUTURE**

<table>
<thead>
<tr>
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<th>1992</th>
<th>2014</th>
<th>15</th>
<th>611</th>
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<td>875</td>
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<td>224</td>
<td>1480</td>
<td>264</td>
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**CHANGE**

WILL CHANGE TO BTS AND SS

<table>
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<th>15</th>
<th>611</th>
<th>112</th>
<th>39</th>
<th>15</th>
<th>17</th>
<th>** -6%**</th>
</tr>
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<td>875</td>
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<td>525</td>
<td>133</td>
<td>1265</td>
<td>219</td>
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<td>875</td>
<td>157</td>
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<td>224</td>
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WILL CHANGE TO SS ONLY

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<th>112</th>
<th>39</th>
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<td>525</td>
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<td>224</td>
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<td>264</td>
<td>151</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All aware of BT Sport TV channels (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 4

<table>
<thead>
<tr>
<th>AWARENESS OF AVAILABILITY OF BT SPORT</th>
<th>MOBILE OPERATORS</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
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<td>Total</td>
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<td>VIRGIN MEDIA</td>
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<td>133</td>
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<tr>
<td>Effective Weighted Sample</td>
<td>2040</td>
<td>1026</td>
<td>157</td>
</tr>
<tr>
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<td>150</td>
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<td>8</td>
</tr>
<tr>
<td>WILL CHANGE TO NEITHER BTS NOR SS</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE**

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service) - excluding those who don’t know what they would do at Scenario 4

**REASON FOR TAKING BOTH SKY SPORTS AND BT SPORT**

<table>
<thead>
<tr>
<th>BT SPORT</th>
<th>TO WATCH ALL LIVE PL MATCHES</th>
<th>TO WATCH A WIDE RANGE OF SPORTS</th>
<th>SPORT DIDN'T COST MUCH EXTRA/ WAS FREE</th>
<th>OTHER</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
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<td>57</td>
<td>47</td>
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<tr>
<td></td>
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<td>169</td>
<td>51</td>
<td>42</td>
<td>14</td>
</tr>
<tr>
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**SIGNIFICANCE LEVEL:** 95%

**NO CHANGE**

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<tr>
<th>HAS BTS AND SS NOW AND WILL KEEP IN FUTURE</th>
<th>Unweighted total</th>
<th>150</th>
<th>58</th>
<th>45</th>
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<td>51</td>
<td>42</td>
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<tr>
<td>Total</td>
<td>Total</td>
<td>201</td>
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<td>63</td>
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<table>
<thead>
<tr>
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<th>7</th>
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<tbody>
<tr>
<td></td>
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<tr>
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<td>Total</td>
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<table>
<thead>
<tr>
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<table>
<thead>
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Columns Tested: a,b,c,d,e
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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SUMMARY TABLE FOR SCENARIO 4 - CHAMPIONS LEAGUE

Base: All subscribing to both Sky Sports and BT Sport channels (who are responsible for the household television service) - excluding those who don't know what they would do at Scenario 4

<table>
<thead>
<tr>
<th>IMPORTANCE OF BOTH BT SPORT AND SKY SPORTS</th>
<th></th>
<th>VERY IMPORTANT</th>
<th>FAIRLY IMPORTANT</th>
<th>NEITHER/NOR</th>
<th>FAIRLY UNIMPORTANT</th>
<th>NOT AT ALL IMPORTANT</th>
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<th>TOTAL NOT IMPORTANT</th>
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Columns Tested: a,b,c,d,e,f,g
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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<td>c</td>
<td>d</td>
</tr>
<tr>
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<td>e</td>
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Significance Level: 95%

Unweighted total: 3158

Effective Weighted Sample: 2817

Total: 3158

PAY TV PROVIDER

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<th>ANY PAY TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TALK TV</th>
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<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
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TALK TALK TV

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<th>TALK TALK TV</th>
<th>ANY PAY TV</th>
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<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
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ANY PAY TV

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FREE TO AIR

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<td>99%</td>
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<tr>
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<td>50%</td>
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<td>99%</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
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<th>BUNDLING TV AND BROADBAND</th>
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Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service.

### Table 72

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<tr>
<th></th>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
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<td>SKY</td>
<td>VIRGIN MEDIA</td>
<td>BT TV</td>
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<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
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<td>1159</td>
<td>473</td>
</tr>
<tr>
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<td>486</td>
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<td>486</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>3158</td>
<td>1159</td>
<td>473</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

**BUNDLING TV AND BROADBAND**

|                                | SKY TV & SKY BB | 664 | 55% | -% | -% | -% | 35% | -% | 88% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 664 | 55% | -% | -% | -% | 35% | -% | 88% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 664 | 55% | -% | -% | -% | 35% | -% | 88% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 664 | 55% | -% | -% | -% | 35% | -% | 88% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 664 | 55% | -% | -% | -% | 35% | -% | 88% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 664 | 55% | -% | -% | -% | 35% | -% | 88% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 664 | 55% | -% | -% | -% | 35% | -% | 88% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 664 | 55% | -% | -% | -% | 35% | -% | 88% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 664 | 55% |
|                                | 664             | 21% | -% | -% | -% | 664 | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| **TALKTALK TV & TALKTALK BB**   | 87              | -% | -% | -% | 87 | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% |

**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
### Pay TV Wholesale Must-Offer Review, 1st to 7th October 2014

**Table 72**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Standard breaks**

Base: All who are responsible for the household television service

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<thead>
<tr>
<th>PAY TV PROVIDER</th>
<th>BROADBAND PROVIDER</th>
<th>BUNDLING TV AND BROADBAND</th>
</tr>
</thead>
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<tr>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
<td>BT TV</td>
</tr>
<tr>
<td></td>
<td>VIRGIN MEDIA</td>
<td>TALK TV</td>
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<tr>
<td></td>
<td>ANY PAY TV</td>
<td>FREE TO AIR</td>
</tr>
<tr>
<td></td>
<td>SKY</td>
<td>VIRGIN MEDIA</td>
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<tr>
<td></td>
<td>BT</td>
<td>TALK TV</td>
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<tr>
<td></td>
<td>OTHER</td>
<td>NONE</td>
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**Significance Level: 95%**

Unweighted total: 3158  1159  473  104  98  1834  1259
Effective Weighted Sample: 2817  1039  424  94  89  1646  1119
Total: 3158  1207  486  117  99  1909  1179

**Columns Tested:** a, b, c, d, e, f

Prepared by Saville Rossiter-Base: 01727 899 399
## Pay TV Wholesale Must-Offer Review - 1st to 7th October 2014

Table 72

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<td>3158</td>
<td>1159</td>
<td>473</td>
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<td>2817</td>
<td>1039</td>
<td>424</td>
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<tr>
<td><strong>Total</strong></td>
<td>3158</td>
<td>1207</td>
<td>486</td>
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<td><strong>FREE TO AIR &amp; TALKTALK BB</strong></td>
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Base: All who are responsible for the household television service.

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

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**STANDARD BREAKS**

Base: All who are responsible for the household television service

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<thead>
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<th>TALK TV</th>
<th>ANY PAY TV</th>
<th>FREE TO AIR</th>
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<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
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<td>1159</td>
<td>473</td>
<td>104</td>
<td>98</td>
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<td>424</td>
<td>94</td>
<td>89</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>1207</td>
<td>486</td>
<td>117</td>
<td>99</td>
</tr>
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**ONLY HAS BT SPORT APP NO BT TV HAS SKY SPORTS**

|       | only has bt sport app no bt tv has sky sports | 38 | 3% | - | - | 38 | - | - | 38 | - | - | 38 | - | - | - | - | - | - |
|Unweighted total | 3158 | 1159 | 473 | 104 | 98 | 1834 | 1259 | 721 | 551 | 522 | 335 | 285 | 654 | 628 | 98 | 422 | 85 |
|Effective Weighted Sample | 2817 | 1039 | 424 | 94 | 89 | 1646 | 1119 | 649 | 497 | 556 | 300 | 258 | 604 | 567 | 89 | 382 | 77 |
|Total | 3158 | 1207 | 486 | 117 | 99 | 1909 | 1179 | 759 | 592 | 551 | 307 | 522 | 335 | 644 | 112 | 447 | 87 |

**SPORTS CHANNEL SUBSCRIBERS**

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<td>551</td>
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<td>522</td>
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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**STANDARD BREAKS**

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<tr>
<td>Total</td>
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<td>b</td>
<td>c</td>
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<tr>
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<td>1159</td>
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<td><strong>Total</strong></td>
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<td>486</td>
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Prepared by Saville Rossiter-Base: 01727 899 399
## Table 72

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### STANDARD BREAKS

Base: All who are responsible for the household television service

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Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

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<thead>
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Prepared by Saville Rossiter-Base: 01727 899 399

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**STANDARD BREAKS**

Base: All who are responsible for the household television service

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 72

**PAY TV PROVIDER**

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<th>TALK TV</th>
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**MENTION OF PL**

- Unweighted total: 3158
- Effective Weighted Sample: 2817

**NO MENTION OF FOOTBALL**

- Unweighted total: 254
- Effective Weighted Sample: 89

**ANY MENTION OF SPORT**

- Unweighted total: 220
- Effective Weighted Sample: 50

**ANY MENTION OF PARTICULAR SPORTS**

- Unweighted total: 196
- Effective Weighted Sample: 27

**ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULAR SPORTS**

- Unweighted total: 24
- Effective Weighted Sample: 4

**ONLY NON-SPORT REASONS**

- Unweighted total: 181
- Effective Weighted Sample: 50

**PL AS MAIN REASON**

- Unweighted total: 82
- Effective Weighted Sample: 21

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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### STANDARD BREAKS

**Base:** All who are responsible for the household television service

**Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.**

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**Significance Level: 95%**

Unweighted total

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**Table 72**

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**STANDARD BREAKS**

Base: All who are responsible for the household television service.

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**SEC**

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**ETHNICITY**

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Columns Tested: a,b,c,d,e, f, g, h, i, j, k, l, m, n, o, p

Prepared by Saville Rossiter-Base : 01727 899 399
Table 72

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base : All who are responsible for the household television service

<table>
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<tr>
<th></th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TALK TV</th>
<th>ANY PAY TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TALK</th>
<th>OTHER</th>
<th>NONE</th>
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<th>BT TV &amp; BT BB</th>
<th>VIRGIN MEDIA TV &amp; TT TV</th>
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<td>522</td>
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Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

### PAY TV PROVIDER

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<thead>
<tr>
<th></th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT TV</th>
<th>TALK TV</th>
<th>ANY PAY TV</th>
<th>FREE TO AIR</th>
<th>SKY</th>
<th>VIRGIN MEDIA</th>
<th>BT</th>
<th>TALK TV</th>
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<tr>
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### BROADBAND PROVIDER

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<th>TALK</th>
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### BUNDLING TV AND BROADBAND

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**Columns Tested:** a,b,c,d,e,f - g,h,i,j,k,l - m,n,o,p
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

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<th>BT SPORTS APP</th>
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<td><strong>SKY TV &amp; VIRGIN MEDIA</strong></td>
<td><strong>SKY TV &amp; NOT VIRGIN MEDIA</strong></td>
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<td>3%</td>
<td>3%</td>
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#### PAY TV PROVIDER

- **SKY TV**
  - 38% 100%
  - 100% 100%
  - 100% 100%
  - 100% 100%
  - 100% 100%
  - **%-** 39%
- **VIRGIN MEDIA**
  - 15% **%-**
  - **%-** 100%
  - **%-** 100%
  - **%-** 100%
  - **%-** 100%
  - **%-** 100%
- **BT TV**
  - 4% **%-**
  - **%-** **%-**
  - **%-** **%-**
  - **%-** **%-**
- **TALKTALK TV**
  - 3% **%-**
  - **%-** **%-**
  - **%-** **%-**
  - **%-** **%-**
- **ANY PAY TV**
  - 60% **%-**
  - **%-** **%-**
  - **%-** **%-**
  - **%-** **%-**
  - **%-** **%-**
  - **%-** **%-**
- **FREE TO AIR**
  - 37% **%-**
  - **%-** **%-**
  - **%-** **%-**
  - **%-** **%-**
  - **%-** **%-**
  - **%-** **%-**

**Columns Tested:** a,b,c,d,e,f,g-h,i,j,k,l,m-n,o,p

Prepared by Saville Rossiter: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

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<td><strong>FREE TO AIR &amp; VIRGIN MEDIA</strong></td>
<td><strong>FREE TO AIR &amp; VIRGIN MEDIA</strong></td>
<td><strong>FREE TO AIR &amp; VIRGIN MEDIA</strong></td>
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<tr>
<td><strong>SKY TV &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; SKY BB</strong></td>
<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
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<td><strong>FREE TO AIR &amp; NO BB</strong></td>
<td><strong>FREE TO AIR &amp; NO BB</strong></td>
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Prepared by Saville Rossiter-Base : 01727 899 399
### Pay TV Wholesale Must-Offer Review: 1st to 7th October 2014

#### Table 72

**Standard Breaks**

Base: All who are responsible for the household television service

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Bundling TV and Broadband

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<td>Effective Weighted Sample</td>
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### Columns Tested:
- a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p

Prepared by Saville Rossiter-Base: 01727 899 399
## Table 72

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

| Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p |

### BASELINES

- **For Total effective weighted sample**
  - **Significance Level: 95%**
  - **Unweighted total**: 3158
  - **Effective Weighted Sample**: 2817

### BASELINE BASE

- **Base**: All who are responsible for the household television service

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<th>SKY TV &amp; OTHER BB</th>
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<th>VIRGIN MEDIA TV &amp; NOT BB</th>
<th>FREE TO AIR &amp; SKY TV BB</th>
<th>FREE TO AIR &amp; OTHER BB</th>
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<td>100%</td>
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<td>SKY TV &amp; VIRGIN MEDIA BB</td>
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<td>3%</td>
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<td>1%</td>
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<td>SKY TV &amp; OTHER BB</td>
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#### BROADBAND ONLY

| FREE TO AIR & BT BB      | 228              | 100%           | 7%                       | 53%                    | 29%                    | 29%                  | 29%                     | 29%                     | 29%                   | 100%  | 100%  |
| FREE TO AIR & TALKTALK BB| 145              | 100%           | 5%                       | 29%                    | 29%                    | 29%                  | 29%                     | 29%                     | 29%                   | 100%  | 100%  |

**Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p**

Prepared by Saville Rossiter-Base: 01727 899 399
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

### Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

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<th>BT SPORT APP</th>
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**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
### Table 72

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

#### STANDARD BREAKS

Base: All who are responsible for the household television service

#### SPORTS CHANNEL SUBSCRIBERS

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<td><strong>FREE TO AIR &amp; BT SPORT APP</strong></td>
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<td><strong>FREE TO AIR &amp; OTHER BB</strong></td>
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<td>b</td>
<td>c</td>
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<tr>
<td>Total</td>
<td>3158</td>
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<tr>
<td>Unweighted total</td>
<td>3158</td>
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<td>Effective Weighted Sample</td>
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#### ONLY HAS BT SPORT APP NO BT TV NO SKY SPORTS

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#### Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter: 01727 899 399

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**Base:** All who are responsible for the household television service.
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

#### STANDARD BREAKS

Base: All who are responsible for the household television service

#### Table 72

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<th>BT SPORT APP</th>
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<tr>
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</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
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Prepared by Saville Rossiter-Base: 01727 899 399
### Table 72: Pay TV Wholesale Must-Offer Review: 1st to 7th October 2014

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

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**Columns Tested:** a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base: 01727 899 389

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
## PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### STANDARD BREAKS

Base: All who are responsible for the household television service

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<td>Free to Air &amp; BB &amp; Sky TV</td>
<td>Only Has Sport App &amp; No TV No Sports</td>
</tr>
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<td>Skylight &amp; Any BB</td>
<td>Free to Air &amp; Sky TV</td>
<td>Only Has Sport App &amp; TV No Sports</td>
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<td>c</td>
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Prepared by Saville Rossiter-Base: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**STANDARD BREAKS**

Base: All who are responsible for the household television service

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Columns Tested: a,b,c,d,e,f,g - h,i,k,l,m - n,o,p

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

Table 72

### SOLUS TV

<table>
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<tr>
<th></th>
<th>SKY TV &amp; ANY BB EXCEPT</th>
<th>SKY TV &amp; BT BB</th>
<th>SKY TV &amp; TT BB</th>
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<th>SKY TV &amp; NO BB</th>
<th>VIRGIN MEDIA TV &amp; NOT SKY TV &amp; OTHER BB</th>
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<th>FREE TO AIR &amp; TT BB</th>
<th>FREE TO AIR &amp; OTHER BB</th>
<th>FREE TO AIR &amp; NO BB</th>
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<td>Total</td>
<td>a</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
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### BROADBAND ONLY

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<td>d</td>
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### BT SPORT APP

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</table>

Unweighted data has been tested at the 95% confidence level. Unweighted totals and their associated significance levels have been derived from the unweighted data and are not reflected in the effective weighted sample.

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p
## Table 72

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

**STANDARD BREAKS**

*Base: All who are responsible for the household television service*

<table>
<thead>
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<td>6%</td>
<td>5%</td>
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<th>24</th>
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<th>19%</th>
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## ETHNICITY

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<td>87%</td>
<td>77%</td>
<td>75%</td>
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**MINORITY ETHNIC GROUP**

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<tbody>
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**Columns Tested**: a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 72

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

**STANDARD BREAKS**

Base: All who are responsible for the household television service

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

#### NATION

<table>
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<tr>
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#### Columns

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

STANDARD BREAKS

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Base: All who are responsible for the household television service

### Table 72

**Unweighted total**

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**SEX**

**MALE**

|          | 1588            | 239            | 104            | 55                       | **                | 49            | 38                       | 17                      | 129             | 75                  | 44                | 44              | 95     |
| Total    | 50%             | 54%            | 52%            | 57%                      | **                | 50%           | 47%                       | 44%                     | **              | **                  | **                | **              | 83     |
| 15%      | 7%              | 3%             | **             | 3%                       | **                | 2%            | 1%                       | 8%                      | 5%              | 5%                  | 3%                | 3%              | 6%     |

**FEMALE**

|          | 1570            | 206            | 98             | 42                       | **                | 50            | 42                       | 22                      | 98              | 71                  | 38                | 42              | 88     |
| Total    | 50%             | 46%            | 48%            | 43%                      | **                | 50%           | 53%                       | 56%                     | 43%             | 49%                 | 46%               | 48%             | 48%    |
| 13%      | 6%              | 3%             | **             | 3%                       | **                | 3%            | 1%                       | 6%                      | 4%              | 2%                  | 3%                | 6%              | 15%    |

**Columns Tested:** a,b,c,d,e,f,g - h,i,j,k,l,m - n,o,p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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**STANDARD BREAKS**

Base: All who are responsible for the household television service

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*Columns Tested: a,b,c,d,e,f,g,h,i,j*
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**STANDARD BREAKS**

Base: All who are responsible for the household television service

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#### BROADBAND PROVIDER

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Prepared by Saville Rossiter-Base: 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

*Standard Breaks*

**Base**: All who are responsible for the household television service

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**Significance Level**: 95%

### Table 72: Sports Channel Subscribers

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**Bundling TV and Broadband**

- **SKY TV & SKY BB**:
  - 664 subscribers, 21% of which are bundling.
  - 45% of those bundling also have BT TV & BT BB.
- **BT TV & BT BB**: 112 subscribers, 4% of which are bundling.
  - 15% of those bundling also have SKY TV & SKY BB.
- **Virgin Media TV & Virgin Media BB**: 447 subscribers, 14% of which are bundling.
  - 32% of those bundling also have BT TV & BT BB.
- **TalkTalk TV & TalkTalk BB**: 87 subscribers, 3% of which are bundling.
  - 1% of those bundling also have SKY TV & ANY BB EXCEPT SKY BB.

**SOLUS TV**

- **SKY TV & ANY BB EXCEPT SKY BB**: 445 subscribers, 14% of which are bundling.
  - 30% of those bundling also have SKY TV & BT BB.
- **SKY TV & BT BB**: 200 subscribers, 6% of which are bundling.
  - 26% of those bundling also have SKY TV & ANY BB EXCEPT SKY BB.

**Columns Tested**: a,b,c,d,e,f,g,h,i,j

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STANDARD BREAKS

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

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**FREE TO AIR & TALKTALK BB**

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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
## Table 72

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base : All who are responsible for the household television service

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**Significance Level: 95%**

### Columns Tested: a,b,c,d,e,f,g,h,i,j

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</table>

### Unweighted total

|                  | 3158 | 612  | 316  | 211  | 401  | 105  | 2441 | 560  | 206  | 354  | 717  |

### Effective Weighted Sample

|                  | 2817 | 549  | 284  | 189  | 360  | 95   | 2174 | 502  | 185  | 317  | 644  |

### Total

|                  | 3158 | 642  | 336  | 225  | 417  | 111  | 2405 | 586  | 219  | 367  | 753  |

### Significant Level: 95%
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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**STANDARD BREAKS**

Base: All who are responsible for the household television service

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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

STANDARD BREAKS

Base: All who are responsible for the household television service

### SPORTS CHANNEL SUBSCRIBERS

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### REASON FOR GETTING SKY SPORTS

**MENTION OF ANY FOOTBALL**

- **MENTION OF PL**
  - **MENTION OF CL**
  - **MENTION OF PL AND CL**
  - **NO MENTION OF FOOTBALL**
  - **ANY MENTION OF SPORT**
  - **ANY MENTION OF PARTICULAR SPORTS**

Significance Level: 95%

Prepared by Saville Rossiter-Base: 01727 899 399
Columns Tested: a,b,c,d,e,f,g,h,i,j
### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

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**ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULAR SPORTS**

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**ONLY NON-SPORT REASONS**

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**PL AS MAIN REASON**

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**CL AS MAIN REASON**

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**REASON FOR GETTING BT SPORT**

**MENTION OF ANY FOOTBALL**

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**MENTION OF PL**

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Columns Tested: a,b,c,d,e,f,g,h,i,j
### Table 72

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter - Base: 01727 899 399
PREPARED BY SAVILLE ROSSITER  
BASE: 01727 899 399

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

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Columns Tested: a,b,c,d,e,f,g,h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
TABLE 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

|                  | Total | SKY SPORTS | BT SPORT | SKY SPORTS AND BT SPORT | SKY SPORTS BUT NOT BT SPORT | BT SPORT BUT NOT SKY SPORT | NEITHER SKY SPORTS NOR BT SPORT | SKY SPORTS 1/2 AND BT SPORT | SKY SPORTS 1/2 BUT NOT BT SPORT | EITHER SKY SPORTS OR BT SPORT |
|------------------|-------|------------|---------|-------------------------|-----------------------------|----------------------------|--------------------------------|-------------------------------|--------------------------------|--------------------------------|-----------------------------|
| Significance Level: 95% |       |            |         |                         |                             |                            |                                |                               |                                |                                |                             |
| Unweighted total  | 3158  | 612        | 316     | 211                     | 401                         | 105                        | 2441                           | 560                           | 206                            | 354                          | 717                         |
| Effective Weighted Sample | 2817  | 549        | 284     | 189                     | 360                         | 95                         | 2174                           | 502                           | 185                            | 317                          | 644                         |
| Total             | 3158  | 642        | 336     | 225                     | 417                         | 111                        | 2405                           | 586                           | 219                            | 367                          | 753                         |
| MINORITY ETHNIC GROUP | 673   | 126        | 46      | 32                      | 94                          | 14                         | 533                            | 108                           | 32                             | 76                           | 140                         |
| NATION            |       |            |         |                         |                             |                            |                                |                               |                                |                                |                             |
| ENGLAND           | 2616  | 544        | 274     | 183                     | 361                         | 91                         | 1981                           | 488                           | 176                            | 312                          | 635                         |
| SCOTLAND          | 288   | 48         | 31      | 18                      | 30                          | 14                         | 227                            | 46                            | 18                             | 30                           | 61                          |
| WALES             | 180   | 51         | 48      | 31                      | 18                          | 13                         | 144                            | 31                            | 13                             | 18                           | 36                          |
| NORTHERN IRELAND  | 74    | 20         | 13      | 12                      | 8                           | 1                          | 52                             | 19                            | 12                             | 7                            | 21                          |
| NOT SCOTLAND      | 2870  | 594        | 305     | 207                     | 387                         | 98                         | 2178                           | 538                           | 201                            | 337                          | 692                         |
| AGE               |       |            |         |                         |                             |                            |                                |                               |                                |                                |                             |
| 16-34             | 784   | 166        | 71      | 53                      | 113                         | 18                         | 600                            | 150                           | 53                             | 96                           | 184                         |
| Columns Tested: a,b,c,d,e,f,g,h,i,j |       |            |         |                         |                             |                            |                                |                               |                                |                                |                             |

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

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Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

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Significance Level: 95%

Unweighted total

Effective Weighted Sample

Total

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

---

**REASON FOR GETTING SKY SPORTS**

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**BROADBAND PROVIDER**

**SKY**

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**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

REASON FOR GETTING SKY SPORTS

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| Significance Level: 95%

Unweighted total

| SKY TV & SKY BB | 664 | 173 | 120 | 82 | 80 | 111 | 235 | 205 | 30 | 42 | 77 | ** |
|                | 21% | 45% | 44% | 46% | 45% | 46% | 44% | 44% | 46% | 51% | 44% | ** |
|                | 28% | 18% | 12% | 12% | 17% | 35% | 31% | 4%  | 6%  | 12% | ** |
| BT TV & BT BB  | 112 |     |     |     | 4% | 1%  | 2%  | 2%  | 2%  | 6%  | 1%  | -%  | 4%  | ** |
|                | 4%  | 1%  | 2%  | 1%  | 1%  | 1%  | 1%  | 1%  | 2%  | -%  | 3%  | ** |
| ALL WHO ARE    |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| RESPONSIBLE    |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| HOUSEHOLD     |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| TELEVISION    |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| SERVICE        |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| TALKING TV & TALKING BB | 87 | 7 | 4 | 2 | 2 | 2 | 9 | 9 | - | - | 3 | ** |
|                | 3%  | 2%  | 2%  | 1%  | 1%  | 1%  | 2%  | 2%  | -%  | -%  | 2%  | ** |
| ALL WHO ARE    |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| RESPONSIBLE    |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| HOUSEHOLD     |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| TELEVISION    |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| SERVICE        |     |     |     |     |     |     |     |     |     |     |     |     | ** |
| BUNDLING TV AND BROADBAND

SKY TV & ANY BB EXCEPT SKY BB

| 445 | 113 | 82 | 54 | 53 | 77 | 166 | 144 | 22 | 22 | 53 | ** |
|     | 14% | 29% | 30% | 30% | 32% | 31% | 31% | 31% | 34% | 26% | 30% | ** |
|     | 25% | 18% | 12% | 12% | 17% | 37% | 32% | 32% | 5%  | 12% | ** |
| SKY TV & BT BB | 200 | 68 | 51 | 34 | 33 | 37 | 98 | 83 | 14 | 7 | 31 | ** |
|                | 6%  | 18% | 19% | 19% | 19% | 15% | 18% | 18% | 22% | 9%  | 18% | ** |
|                | i   |     |     |     |     |     |     |     |     |     |     | ** |
|                | 34% | 26% | 17% | 16% | 19% | 49% | 42% | 7%  | 4%  | 15% | ** |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

**REASON FOR GETTING SKY SPORTS**

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**SKY TV & TALKTALK BB**

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**SKY TV & VIRGIN MEDIA BB**

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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

PREPARED BY: Saville Rossiter - 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### STANDARD BREAKS

**Base:** All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport in General But Not Particular</th>
<th>Only Non-Sport Reasons</th>
<th>Pl as Main Reason</th>
<th>Cl as Main Reason</th>
</tr>
</thead>
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<td>b</td>
<td>c</td>
<td>d</td>
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**Significance Level:** 95%

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**FREE TO AIR & VIRGIN MEDIA BB**

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**FREE TO AIR & SKY BB**

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**FREE TO AIR & OTHER BB**

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**FREE TO AIR & NO BB**

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**BT SPORT APP**

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<th>Only Non-Sport Reasons</th>
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<th>Cl as Main Reason</th>
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<th>Only Non-Sport Reasons</th>
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<th>Cl as Main Reason</th>
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<tbody>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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STANDARD BREAKS

Base : All who are responsible for the household television service

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<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF PL AND CL</th>
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<th>ONLY NON-SPORT REASONS</th>
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<th>CL AS MAIN REASON</th>
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<tr>
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<td>152</td>
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<td>176</td>
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<td>65</td>
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<td>9%</td>
<td>6%</td>
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<td>8%</td>
<td>17%</td>
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<tr>
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<td>38%</td>
<td>24%</td>
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<td>45%</td>
<td>46%</td>
<td>31%</td>
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<td>46%</td>
<td>31%</td>
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<td>38%</td>
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Prepared by Saville Rossiter-Base : 01727 899 399
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base : All who are responsible for the household television service

**REASON FOR GETTING SKY SPORTS**

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<th>MENTION OF CL</th>
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<th>ANY MENTION OF SPORT</th>
<th>SPORTS IN GENERAL BUT NOT PARTICULAR</th>
<th>ONLY NON-SPORT</th>
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<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
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Columns Tested: a,b,c,d,e,f,g,h,i,k

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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**STANDARD BREAKS**

Base: All who are responsible for the household television service

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<th>ANY MENTION OF SPORTS IN GENERAL BUT NOT PARTICULAR</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
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<th>MENTION OF CL</th>
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</tbody>
</table>

Significance Level: 95%

Unweighted total:
- Total 3158
- 9% MENTION OF PL
- 6% MENTION OF CL
- 6% MENTION OF PL AND CL

Effective Weighted Sample:
- Total 2817

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
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</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
</tr>
<tr>
<td>------------------------</td>
</tr>
<tr>
<td>Total</td>
</tr>
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<tr>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>12%</td>
</tr>
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</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

STANDARD BREAKS

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of Sport</th>
<th>Any Mention of Sport in General But Not Particular Sports</th>
<th>Only Non-Sport Reasons</th>
<th>Pl As Main Reason</th>
<th>Cl As Main Reason</th>
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</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>a</td>
<td>d</td>
<td>g</td>
<td>i</td>
<td>k</td>
</tr>
<tr>
<td>MENTION OF PL</td>
<td>b</td>
<td>e</td>
<td>h</td>
<td>j</td>
<td>~k</td>
</tr>
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<td>MENTION OF CL AND PL</td>
<td>c</td>
<td>f</td>
<td>i</td>
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</table>

Significance Level: 95%

Unweighted total 3158
Effective Weighted Sample 2817
Total 3158

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

Table 72

REASON FOR GETTING SKY SPORTS

<table>
<thead>
<tr>
<th>ANY MENTION OF</th>
<th>ANY MENTION OF</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPORT IN GENERAL</td>
<td>BUT NOT PARTICULAR</td>
</tr>
<tr>
<td>ONLY NON-SPORT</td>
<td>PL AS MAIN REASON</td>
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<tr>
<td>CL AS MAIN REASON</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

| UNWEIGHTED TOTAL | EFFECTIVE WEIGHTED SAMPLE | TOTAL | 12% | 9% | 6% | 6% | 8% | 15% | 2% | 3% | 6% | ** |
|------------------|--------------------------|-------|-----|----|----|----|----|-----|----|----|----|---
| 3158             | 2817                     | 3158  | 367 | 261| 175| 170| 231| 510 | 444| 66 | 79 | 167| 11 |
| 3158             | 2817                     | 3158  | 384 | 273| 180| 176| 244| 536 | 471| 65 | 83 | 175| 10 |
| PL AS MAIN REASON|                          |       | 12% | 9% | 6% | 6% | 8% | 17% | 15%| 2% | 3% | 6% | ** |
| 66%             | 66%                       |       | 66% | 66%| 47%| 47%| 3% | 68% | 66%| 3% | - | 58%| ** |

AWARENESS SUMMARY

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<th>AWARE OF BTS BUT NOT SS</th>
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Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### STANDARD BREAKS

**Base**: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
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<td></td>
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<td>2817</td>
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</tr>
<tr>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

Table 72

Any mention of sport in general but not particular

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Any Mention of</th>
<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF PL AND CL</th>
<th>MENTION OF PL</th>
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<th>ANY MENTION OF SPORT</th>
<th>SPORTS REASONS</th>
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<th>CL AS MAIN REASON</th>
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<tr>
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<td>367</td>
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<td>170</td>
<td>231</td>
<td>510</td>
<td>444</td>
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<tr>
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<td>328</td>
<td>234</td>
<td>157</td>
<td>152</td>
<td>208</td>
<td>456</td>
<td>397</td>
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Total

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<tr>
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<th>Total</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
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</thead>
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ETHNICITY

White British

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Minority Ethnic Group

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NATION

England

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Scotland

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Wales

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<th>Effective Weighted Sample</th>
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Northern Ireland

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<th>Nation</th>
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Columns Tested: a,b,c,d,e,f,g,h,i,k

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

STANDARD BREAKS

Base: All who are responsible for the household television service

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Table 72

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
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</thead>
</table>
| **PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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STANDARD BREAKS

Base: All who are responsible for the household television service

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 72

<table>
<thead>
<tr>
<th>REASON FOR GETTING SKY SPORTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF</td>
</tr>
<tr>
<td>SPORT IN GENERAL BUT NOT PARTICULAR</td>
</tr>
<tr>
<td>ONLY NON-SPORT</td>
</tr>
<tr>
<td>PL AS MAIN REASON</td>
</tr>
<tr>
<td>CL AS MAIN REASON</td>
</tr>
</tbody>
</table>

| Columns Tested: a,b,c,d,e,f,g,h,i,j,k |

| MENTION OF ANY FOOTBALL | MENTION OF PL | MENTION OF CL AND | NO MENTION OF FOOTBALL | ANY MENTION OF SPORT | SPORTS i | h | g | f | e | d | c | b | a | Total |
|-------------------------|---------------|-------------------|------------------------|----------------------|--------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MENTION OF ANY FOOTBALL** |
| 12% | 9% | 6% | 6% | 6% | 6% | 8% | 18% | 15% | 2% | 3% | 6% |
| **Effective Weighted Sample** |
| 2817 | 328 | 234 | 157 | 152 | 208 | 456 | 397 | 60 | 72 | 150 | 10 |
| **NOT SCOTLAND** |
| 2870 | 359 | 255 | 162 | 161 | 226 | 505 | 444 | 61 | 72 | 166 | ** |
| **AGE** |
| 16-34 | 784 | 102 | 72 | 48 | 47 | 57 | 129 | 117 | 12 | 25 | 51 | ** |
| 25% | 27% | 26% | 27% | 27% | 23% | 24% | 25% | 19% | 31% | 29% | ** |
| 13% | 9% | 6% | 6% | 6% | 7% | 16% | 15% | 2% | 3% | 7% | ** |
| 35-54 | 1181 | 172 | 127 | 79 | 79 | 83 | 227 | 205 | 22 | 25 | 83 | ** |
| 37% | 45% | 47% | 44% | 45% | 34% | 42% | 43% | 34% | 30% | 47% | ** |
| 15% | 11% | 7% | 7% | 7% | 19% | 17% | 2% | 2% | 7% | ** |
| 55-74 | 876 | 96 | 64 | 48 | 45 | 88 | 152 | 128 | 25 | 29 | 36 | ** |
| 28% | 25% | 24% | 27% | 26% | 36% | 28% | 27% | 38% | 36% | 21% | ** |
| 11% | 7% | 6% | 5% | 10% | 17% | 15% | 3% | 3% | 4% | ** |
| 75+ | 317 | 14 | 9 | 5 | 5 | 16 | 22 | 22 | 6 | 5 | ** |
| 10% | 4% | 3% | 3% | 3% | 6% | 5% | 5% | 9% | 3% | 3% | ** |
| 5% | 3% | 3% | 2% | 2% | 5% | 9% | 7% | 2% | 1% | 2% | ** |
| **SEX** |
| MALE | 1588 | 251 | 177 | 113 | 109 | 136 | 355 | 308 | 48 | 24 | 112 | ** |
| 50% | 63% | 65% | 63% | 62% | 56% | 66% | 65% | 73% | 29% | 64% | ** |
| 16% | 11% | 7% | 7% | 9% | 22% | 19% | 3% | 2% | 7% | ** |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter: Base - 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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STANDARD BREAKS

Base: All who are responsible for the household television service

### Table 72

<table>
<thead>
<tr>
<th>Reason for Getting Sky Sports</th>
<th>Mention of Any Mention of</th>
<th>Any Mention of</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mention of PL of PL and CL</td>
<td>Mention of PL of PL and CL</td>
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<tr>
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<td>---------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
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<tr>
<td>Unweighted total</td>
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</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
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<tr>
<td>Total</td>
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<td>50%</td>
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<tr>
<td>**</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k

Prepared by Saville Rossiter-Base : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>MENTION OF ANY FOOTBALL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>GENERAL</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>AWARE OF SS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>AWARE OF BTS BUT NOT SS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>i</td>
<td>j</td>
<td>k</td>
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<td>m</td>
</tr>
<tr>
<td>Unweighted total</td>
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<td></td>
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</table>

### PAY TV PROVIDER

| SKY                      |                       |                       |                       |                   | 1207       | 76                     | 56                     | 96                     | 107           | 92            | 59         | 42          | 1105       | 995        | 978       | 127       | 17          | 102       | 212 |
| VIRGIN MEDIA             |                       |                       |                       |                   | 486        | 43                     | 26                     | 70                     | 56            | 54            | 57         | 21          | 436        | 391        | 379       | 57        | 12          | 51        | 95  |
| BT TV                    |                       |                       |                       |                   | 117        | 23                     | 17                     | 39                     | 34            | 29            | 24         | 10          | 102        | 104        | 98        | 4         | 6           | 15        | 13 |
| TALKTALK TV              |                       |                       |                       |                   | 99         | 2                      | 1                      | 2                      | 2             | 2             | 1          | 1           | 82         | 76         | 74        | 8         | 4           | 17        | 21 |
| ANY PAY TV               |                       |                       |                       |                   | 1909       | 144                    | 100                    | 206                    | 198           | 178           | 140        | 75          | 1725       | 1567       | 1529      | 196       | 39          | 185       | 342 |
| FREE TO AIR              |                       |                       |                       |                   | 1179       | 16                     | 13                     | 47                     | 22            | 19            | 40         | 8           | 964        | 865        | 834       | 130       | 31          | 215       | 314 |

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Awareness Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Any Mention of Sport in</strong></td>
<td><strong>Aware of SS</strong></td>
</tr>
<tr>
<td><strong>Mention of Football</strong></td>
<td><strong>Aware of BTS</strong></td>
</tr>
<tr>
<td><strong>No Mention of Football</strong></td>
<td><strong>Aware of SS &amp; BTS</strong></td>
</tr>
<tr>
<td><strong>Any Mention of Particular Sports</strong></td>
<td><strong>Aware of SS but NOT BTS</strong></td>
</tr>
<tr>
<td><strong>General Reasons</strong></td>
<td><strong>Aware of BTS but NOT SS</strong></td>
</tr>
<tr>
<td><strong>Only Non-Sport Reasons</strong></td>
<td><strong>Not Aware of SS</strong></td>
</tr>
<tr>
<td><strong>PL as Main Reason</strong></td>
<td><strong>Not Aware of BTS</strong></td>
</tr>
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**Columns Tested:** a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

**Base:** All who are responsible for the household television service

**Steadard Breaks**

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Study Breaks**

Base: All who are responsible for the household television service

**Significance Level:** 95%

**Columns Tested:** a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

**PREPARED BY:** Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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STANDARD BREAKS

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF SPORT IN</td>
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</tr>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
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<tr>
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<td></td>
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<td></td>
</tr>
<tr>
<td>GENERAL</td>
<td></td>
</tr>
<tr>
<td>ONLY NON-SPORT REASONS</td>
<td></td>
</tr>
<tr>
<td>PL AS MAIN REASON</td>
<td></td>
</tr>
<tr>
<td>AWARE OF SS</td>
<td></td>
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<tr>
<td>AWARE OF BOTH SS &amp; BTS</td>
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<tr>
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<td>NOT AWARE OF SS</td>
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Unweighted total

<table>
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<tr>
<th>Base: All who are responsible for the household television service</th>
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Effective Weighted Sample

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Total

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<tbody>
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</tr>
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</table>

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

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**STANDARD BREAKS**

Base: All who are responsible for the household television service

### Table 72

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Awareness Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Sport</td>
<td>Aware of SS</td>
</tr>
<tr>
<td>Mention of Any Football</td>
<td>Aware of SS</td>
</tr>
<tr>
<td>Mention of PL</td>
<td>Not Mention of Football</td>
</tr>
<tr>
<td>Mention of PL</td>
<td>Not Mention of Football</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

- a, b, c, d, e, f, g, h, i, j, k, l, m, n, o

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o

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### STANDARD BREAKS

**Base:** All who are responsible for the household television service.

#### REASON FOR GETTING BT SPORT

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>ONLY NON-SPORT REASONS</th>
<th>AWARE OF SS</th>
<th>AWARE OF BTS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>AWARE OF BTS BUT NOT SS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY FOOTBALL MENTION OF PL</td>
<td>NO MENTION OF FOOTBALL</td>
<td>ANY FOOTBALL</td>
<td>ANY PARTICULAR SPORTS</td>
<td>NO PARTICULAR SPORTS</td>
<td>TOTAL</td>
<td>AS MAIN REASON</td>
<td>OF SS</td>
<td>OF BTS</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**Unweighted total**

| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3158 | 154 | 109 | 232 | 208 | 185 | 23 | 166 | 78 | 2701 | 2437 | 2361 | 340 | 76 | 457 | 721 |

**Effective Weighted Sample**

| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2817 | 137 | 97 | 210 | 186 | 165 | 21 | 140 | 70 | 2412 | 2177 | 2110 | 303 | 68 | 407 | 642 |

**Total**

| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3158 | 160 | 113 | 254 | 220 | 196 | 24 | 181 | 82 | 2734 | 2477 | 2404 | 330 | 72 | 424 | 681 |

#### BROADBAND ONLY

<table>
<thead>
<tr>
<th>FREE TO AIR &amp; BT BB</th>
<th>FREE TO AIR &amp; TALKTALK BB</th>
<th>FREE TO AIR &amp; VIRGIN MEDIA BB</th>
<th>FREE TO AIR &amp; SKY BB</th>
<th>FREE TO AIR &amp; OTHER BB</th>
<th>FREE TO AIR &amp; NO BB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
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<td>228</td>
<td>16</td>
<td>13</td>
<td>47</td>
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<td>7%</td>
<td>10%</td>
<td>11%</td>
<td>18%</td>
<td>10%</td>
<td>10%</td>
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<tr>
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<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
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<tr>
<td>a</td>
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<td>a</td>
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</tr>
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<td>3%</td>
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<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
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<td>6%</td>
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<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
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<td>13%</td>
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<td>-%</td>
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<td>-%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g-h,i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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STANDARD BREAKS

Base: All who are responsible for the household television service

### Table 72

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<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Awareness Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Any Mention of Sport In</strong></td>
<td><strong>Aware of SS</strong></td>
</tr>
<tr>
<td><strong>Mention of Any Football</strong></td>
<td><strong>Aware of Both SS &amp; BTS</strong></td>
</tr>
<tr>
<td><strong>No Mention of Football</strong></td>
<td><strong>Aware of BTS</strong></td>
</tr>
<tr>
<td><strong>Any Mention of Particular Sports</strong></td>
<td><strong>Main Reason</strong></td>
</tr>
<tr>
<td><strong>Only Non-Sport Reasons</strong></td>
<td><strong>Not Aware of SS</strong></td>
</tr>
</tbody>
</table>

| Significance Level: 95% | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
|------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted total       | 3158 | 154 | 109 | 232 | 208 | 185 | 23 | 166 | 78 | 2701 | 2437 | 2361 | 340 | 76 | 457 | 721 |
| Effective Weighted Sample | 2817 | 137 | 97 | 210 | 186 | 165 | 21 | 140 | 70 | 2412 | 2177 | 2110 | 303 | 68 | 407 | 642 |

| **Total** | 3158 | 160 | 113 | 254 | 220 | 196 | 24 | 181 | 82 | 2734 | 2477 | 2404 | 340 | 72 | 424 | 681 |

| Unweighted total | 3158 | 160 | 113 | 254 | 220 | 196 | 24 | 181 | 82 | 2734 | 2477 | 2404 | 340 | 72 | 424 | 681 |
| Effective Weighted Sample | 2817 | 137 | 97 | 210 | 186 | 165 | 21 | 140 | 70 | 2412 | 2177 | 2110 | 303 | 68 | 407 | 642 |

**BT Sport App**

- ONLY HAS BT SPORT APP NO BT TV
- ONLY HAS BT SPORT APP NO BT TV HAS SKY SPORTS
- ONLY HAS BT SPORT APP NO BT TV NO SKY SPORTS

**Sports Channel Subscribers**

- Sky Sports
- BT Sport

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

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**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Table 72

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<tbody>
<tr>
<td><strong>Reason for Getting BT Sport</strong></td>
<td><strong>Awareness Summary</strong></td>
</tr>
<tr>
<td>Total</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td>MENTION OF SPORT IN</td>
<td>PL AS MAIN REASON</td>
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</tr>
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<td>Effective weighted sample</td>
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<td><strong>Sky Sports and BT Sport</strong></td>
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<th>AWARENESS SUMMARY</th>
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<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
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<td>AWARE OF SS</td>
</tr>
<tr>
<td>MENTION OF PL</td>
<td></td>
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<tr>
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<td>AWARE OF SS &amp; BTS</td>
</tr>
<tr>
<td>ANY MENTION OF PARTICULAR AR SPORTS</td>
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<tr>
<td>ANY MENTION OF SPORTS</td>
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<td>NOT AWARE OF BTS</td>
</tr>
<tr>
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<tr>
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<tr>
<td>NOT AWARE OF BTS</td>
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</tr>
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Significance Level: 95%

Unweighted total

Effective Weighted Sample

Total

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter - Base : 01727 899 399
### Table 72

#### PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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**STANDARD BREAKS**

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>MENTION OF ANY FOOTBALL</th>
<th>MENTION OF PL FOOTBALL</th>
<th>NO MENTION OF FOOTBALL</th>
<th>GENERAL</th>
<th>ONLY NON-SPORT REASONS</th>
<th>PL AS MAIN REASON</th>
<th>AWARE OF SS</th>
<th>AWARE OF BOTH SS &amp; BTS</th>
<th>AWARE OF SS BUT NOT BTS</th>
<th>NOT AWARE OF SS</th>
<th>NOT AWARE OF BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Unweighted total</td>
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<td>154</td>
<td>109</td>
<td>232</td>
<td>208</td>
<td>185</td>
<td>23</td>
<td>166</td>
<td>78</td>
<td>2701</td>
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<tr>
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<td>2817</td>
<td>137</td>
<td>97</td>
<td>210</td>
<td>186</td>
<td>165</td>
<td>21</td>
<td>140</td>
<td>70</td>
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<td>2177</td>
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<td>26</td>
<td>13</td>
<td>**</td>
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<td>7</td>
<td>38</td>
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<td>136</td>
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<td>123</td>
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<td>54</td>
<td>471</td>
<td>435</td>
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<tr>
<td>ANY MENTION OF SPORT IN GENERAL BUT NOT PARTICULAR SPORTS</td>
<td>65</td>
<td>6</td>
<td>4</td>
<td>21</td>
<td>14</td>
<td>7</td>
<td>**</td>
<td>13</td>
<td>2</td>
<td>65</td>
<td>63</td>
</tr>
<tr>
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<td>83</td>
<td>1</td>
<td>1</td>
<td>19</td>
<td>6</td>
<td>2</td>
<td>**</td>
<td>14</td>
<td>-</td>
<td>81</td>
<td>71</td>
</tr>
<tr>
<td>PL AS MAIN REASON</td>
<td>175</td>
<td>53</td>
<td>51</td>
<td>12</td>
<td>55</td>
<td>54</td>
<td>**</td>
<td>9</td>
<td>48</td>
<td>175</td>
<td>160</td>
</tr>
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</table>
| Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

STANDARD BREAKS

Base : All who are responsible for the household television service

PREPARED BY SAVILLE ROSSITER

BROKEN COLUMN WITH A BASE SIZE LOWER THAN 50 HAS BEEN REMOVED AS MARGINS OF ERROR BECOME TOO GREAT. DATA IS TESTED AT THE 95% CONFIDENCE LEVEL.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

PREPARED BY SAVILLE ROSSITER : 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

STANDARD BREAKS

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF SPORT IN</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td>FOOTBALL</td>
<td>OF SS</td>
</tr>
<tr>
<td>ANY MENTION OF SPORT IN</td>
<td></td>
</tr>
<tr>
<td>NO PARTICULAR SPORTS</td>
<td></td>
</tr>
<tr>
<td>MENTION OF SPORTS</td>
<td></td>
</tr>
<tr>
<td>GENERAL</td>
<td></td>
</tr>
<tr>
<td>ONLY NON-SPORT REASONS</td>
<td></td>
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<tr>
<td>PL AS MAIN REASON</td>
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</tr>
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Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter - Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>Reason for Getting BT Sport</th>
<th>Aware of SS</th>
<th>Aware of BTS</th>
<th>Aware of both SS &amp; BTS</th>
<th>Aware of SS but not BTS</th>
<th>Aware of BTS but not SS</th>
<th>Not aware of SS</th>
<th>Not aware of BTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any mention of sport in</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of PL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of football</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention of any particular</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Any mention of particular</td>
<td></td>
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Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base : All who are responsible for the household television service

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3158</td>
<td>154</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2817</td>
<td>137</td>
</tr>
<tr>
<td>Total</td>
<td>3158</td>
<td>160</td>
</tr>
</tbody>
</table>

C1

| 5% | 4% | 8% | 7% | 6% | ** | 6% | 3% | 2734 | 2477 | 2404 | 330 | 72 | 424 | 681 |

C2

| 5% | 4% | 10% | 7% | 6% | ** | 7% | 3% | 88% | 79% | 78% | 10% | 1% | 12% | 21% |

DE

| 5% | 4% | 8% | 9% | 7% | ** | 4% | 4% | 90% | 83% | 80% | 9% | 2% | 10% | 17% |

ETHNICITY

WHITE BRITISH

| 5% | 4% | 9% | 8% | 7% | ** | 6% | 3% | 90% | 82% | 80% | 10% | 2% | 10% | 18% |

MINORITY ETHNIC GROUP

| 4% | 3% | 4% | 5% | 4% | ** | 3% | 2% | 75% | 66% | 62% | 13% | 4% | 25% | 34% |

Columns Tested: a,b,c,d,e,g,h - i,j,k,l,m,n,o

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Table 72

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>ANY MENTION OF SPORT IN</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MENTION OF ANY FOOTBALL</td>
<td>AWARE OF SS</td>
</tr>
<tr>
<td></td>
<td>MENTION OF PL</td>
<td>AWARE OF BTS</td>
</tr>
<tr>
<td></td>
<td>NO MENTION OF FOOTBALL</td>
<td>AWARE OF BOTH SS &amp; BTS</td>
</tr>
<tr>
<td></td>
<td>ANY MENTION OF SPORT</td>
<td>NOT AWARE OF SS</td>
</tr>
<tr>
<td></td>
<td>GENERAL SPORTS</td>
<td>NOT AWARE OF BTS</td>
</tr>
<tr>
<td></td>
<td>PL AS MAIN REASON</td>
<td></td>
</tr>
<tr>
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<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
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<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
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</thead>
<tbody>
<tr>
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<td>154</td>
<td>109</td>
<td>232</td>
<td>208</td>
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<td>23</td>
<td>166</td>
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<tr>
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<td>137</td>
<td>97</td>
<td>210</td>
<td>186</td>
<td>165</td>
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<td>140</td>
<td>70</td>
<td>2412</td>
<td>2177</td>
<td>2110</td>
<td>303</td>
<td>68</td>
<td>407</td>
</tr>
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<td>23</td>
<td>166</td>
<td>78</td>
<td>2701</td>
<td>2437</td>
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NATION

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<tr>
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<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
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<td>156</td>
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<td>63</td>
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<td>288</td>
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<td>288</td>
<td>16</td>
<td>12</td>
<td>18</td>
<td>20</td>
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<td>WALES</td>
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<td>7</td>
<td>3</td>
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<td>12</td>
<td>10</td>
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<td>3</td>
<td>160</td>
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<td>150</td>
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<td>5</td>
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<td>25</td>
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<td>9</td>
<td>2</td>
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<td>2</td>
<td>8</td>
<td>72</td>
<td>65</td>
<td>65</td>
<td>6</td>
<td>-</td>
<td>2</td>
<td>8</td>
<td></td>
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<tr>
<td>NOT SCOTLAND</td>
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<td>144</td>
<td>101</td>
<td>235</td>
<td>200</td>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

| Base: All who are responsible for the household television service |  |

<table>
<thead>
<tr>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY MENTION OF SPORT IN</td>
<td>PL AS MAIN REASON</td>
</tr>
<tr>
<td>ANY MENTION OF FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
</tr>
<tr>
<td>MENTION OF PL</td>
<td>c</td>
</tr>
</tbody>
</table>

| Significance Level: 95% |  |
| Effective Weighted Sample | 2817 | 137 | 97 | 210 | 186 | 165 | 21 | 140 | 70 | 2412 | 2177 | 2110 | 303 | 68 | 407 | 642 | |
| Total | 3158 | 160 | 113 | 254 | 220 | 196 | 24 | 181 | 82 | 2734 | 2477 | 2400 | 340 | 76 | 457 | 721 | |
| MENTION OF PL | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| 16-34 | 784 | 39 | 21 | 40 | 54 | 46 | 6 | ** | 25 | 16 | 688 | 612 | 601 | 97 | 11 | 86 | 172 | |
| 35-54 | 1181 | 83 | 67 | 109 | 104 | 96 | ** | 79 | 53 | 1042 | 935 | 912 | 129 | 23 | 139 | 245 | |
| 55-74 | 876 | 30 | 20 | 89 | 49 | 41 | ** | 68 | 11 | 769 | 727 | 701 | 68 | 26 | 107 | 149 | |
| 75+ | 317 | 8 | 5 | 16 | 13 | 13 | ** | 9 | 3 | 225 | 202 | 190 | 35 | 12 | 92 | 115 | |
| SEX | MALE | 1588 | 118 | 83 | 163 | 154 | 142 | ** | 120 | 57 | 1434 | 1347 | 1322 | 112 | 25 | 154 | 241 | |

Columns Tested: a,b,c,d,e,f,g - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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STANDARD BREAKS

Base: All who are responsible for the household television service

Table 72

<table>
<thead>
<tr>
<th>ANY MENTION OF SPORT IN</th>
<th>REASON FOR GETTING BT SPORT</th>
<th>AWARENESS SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENTION OF ANY FOOTBALL</td>
<td>NO MENTION OF FOOTBALL</td>
<td>ANY MENTION OF PARTICULAR SPORTS</td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>Unweighted total</td>
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<td>154</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
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<td>137</td>
</tr>
<tr>
<td>Total</td>
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<td>160</td>
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<tr>
<td>FEMALE</td>
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<td>42</td>
</tr>
<tr>
<td>50%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>3%</td>
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<td>6%</td>
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Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

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STANDARD BREAKS

Base : All who are responsible for the household television service

<table>
<thead>
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<th>ETHNICITY</th>
<th>NATION</th>
<th>NORTHERN</th>
<th>AGE</th>
<th>SEX</th>
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<td>MINORITY</td>
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Significance Level: 95%

Unweighted total

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<tr>
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<th>AB</th>
<th>C1C2</th>
<th>DE</th>
<th>WHITE</th>
<th>ETHNIC GROUP</th>
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<th>SCOTLAND</th>
<th>WALES</th>
<th>NORTHERN</th>
<th>16-34</th>
<th>35-54</th>
<th>55-74</th>
<th>75+</th>
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<tr>
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<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
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<td>2337</td>
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<td>2550</td>
<td>656</td>
<td>960</td>
<td>856</td>
<td>397</td>
<td>1374</td>
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<td></td>
<td>3158</td>
<td>1509</td>
<td>864</td>
<td>2734</td>
<td>417</td>
<td>2616</td>
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<td>1181</td>
<td>876</td>
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<td>1588</td>
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Effective Weighted Sample

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<th>DE</th>
<th>WHITE</th>
<th>ETHNIC GROUP</th>
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<th>SCOTLAND</th>
<th>WALES</th>
<th>NORTHERN</th>
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<th>35-54</th>
<th>55-74</th>
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<th>MALE</th>
<th>FEMALE</th>
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<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
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<td>l</td>
<td>m</td>
<td>n</td>
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Total

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<th>ETHNIC GROUP</th>
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<th>SCOTLAND</th>
<th>WALES</th>
<th>NORTHERN</th>
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<th>75+</th>
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PAY TV PROVIDER

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Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n,o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base : All who are responsible for the household television service

<table>
<thead>
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<th>NATION</th>
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Unweighted total

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Effective Weighted Sample

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<th>MALE</th>
<th>FEMALE</th>
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<tbody>
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BROADBAND PROVIDER

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Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
## Pay TV Wholesale Must-Offer Review. 1st to 7th October 2014.

### Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

#### Standard Breaks

Base: All who are responsible for the household television service

<table>
<thead>
<tr>
<th>SEC</th>
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<td>Scotland</td>
<td>Wales</td>
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<tr>
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### Unweighted Total

- **Total**: 3158
- **Ab**: 570
- **C1c**: 1438
- **D**: 1150
- **Ab/Ethnic Group**: 2769
- **Ethnic Group**: 382
- **England**: 2615
- **Scotland**: 293
- **Wales**: 148
- **16-34**: 102
- **35-54**: 2865
- **55-74**: 725
- **75+**: 1048
- **MALE**: 1566
- **FEMALE**: 1592

### Effective Weighted Sample

- **Total**: 2817
- **Ab**: 2817
- **C1c**: 535
- **D**: 1328
- **Ab/Ethnic Group**: 2472
- **Ethnic Group**: 342
- **England**: 2337
- **Scotland**: 267
- **Wales**: 132
- **16-34**: 97
- **35-54**: 2550
- **55-74**: 656
- **75+**: 856
- **MALE**: 1374
- **FEMALE**: 1445

---

#### Bundling TV and Broadband

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<tr>
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<th>Total</th>
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<th>C1c</th>
<th>DE</th>
<th>White</th>
<th>Ethnic Group</th>
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<th>Scotland</th>
<th>Wales</th>
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<th>35-54</th>
<th>55-74</th>
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<th>Male</th>
<th>Female</th>
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<td>344</td>
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<td>601</td>
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<td>BT TV &amp; BT BB</td>
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<tr>
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**Columns Tested:** a,b,c - d,e - f,g,h,i - j,k,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
### Pay TV Wholesale Must-Offer Review: 1st to 7th October 2014

#### STANDARD BREAKS

Base: All who are responsible for the household television service

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

#### Table 72

<table>
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<th>SEC</th>
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<th>AGE</th>
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<tr>
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<td>535</td>
<td>1328</td>
<td>1107</td>
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<tr>
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<td>785</td>
<td>1509</td>
<td>864</td>
</tr>
</tbody>
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#### Breaks

- **SKY TV & TALKTALK BB**
  - 96
  - 35
  - 43
  - 18
  - 71
  - 25
  - 74
  - 10
  - 11
  - 2
  - 86
  - 22
  - 41
  - 27
  - 5
  - 55
  - 42

- **SKY TV & VIRGIN MEDIA BB**
  - 50
  - 15
  - 26
  - 8
  - 34
  - 15
  - 47
  - 2
  - 1
  - 48
  - 16
  - 23
  - 10
  - 9
  - 31
  - 19

- **SKY TV & OTHER BB**
  - 99
  - 26
  - 57
  - 16
  - 91
  - 8
  - 79
  - 11
  - 8
  - 1
  - 88
  - 26
  - 44
  - 27
  - 2
  - 49
  - 50

- **SKY TV & NO BB**
  - 80
  - 10
  - 23
  - 47
  - 70
  - 10
  - 59
  - 10
  - 9
  - 3
  - 70
  - 12
  - 12
  - 35
  - 21
  - 38
  - 42

- **BROADBAND ONLY**

- **FREE TO AIR & BT BB**
  - 228
  - 74
  - 113
  - 41
  - 211
  - 16
  - 185
  - 16
  - 18
  - 9
  - 212
  - 29
  - 82
  - 87
  - 30
  - 129
  - 128

- **FREE TO AIR & TALKTALK BB**
  - 145
  - 42
  - 71
  - 33
  - 132
  - 12
  - 127
  - 12
  - 5
  - 1
  - 133
  - 38
  - 49
  - 44
  - 14
  - 75
  - 71

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Table 72

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STANDARD BREAKS

Base : All who are responsible for the household television service

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Table Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Prepared by Saville Rossiter-Base : 01727 899 399
Table 72

PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

STANDARD BREAKS

Base: All who are responsible for the household television service

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<thead>
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<th>SEC</th>
<th>ETHNICITY</th>
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Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base: All who are responsible for the household television service

| Table 72 |
|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
|                        | SEC                      | ETHNICITY                 | NATION                  | NORTHERN N. IRELAND      | AGE                      | SEX                      |                        |                        |
|                        |                          | MINORITY                  | ENGLAND                  | SCOTLAND                 |                          |                          |                        |                        |
|                        | a                        | b                        | c                        | d                        | e                        | f                        | g                        | h                        |
|                        |                          |                          |                          |                          |                          |                          |                          |                          |
|                        |                          |                          |                          |                          |                          |                          |                          |                          |

**Significance Level: 95%**

<table>
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**Columns Tested:** a,b,c - d,e - f,g,h,i - k,l,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
## Table 72

## Pay TV Wholesale Must-Offer Review: 1st to 7th October 2014

**STANDARD BREAKS**

Base: All who are responsible for the household television service.

### Significance Level: 95%

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### Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Standard Breaks

- **Base**: All who are responsible for the household television service.
- **Ethnicity**: SEC ETHNICITY NATION AGE SEX
- **Breaks**: Total AB C1C2 DE WHITE ETHNIC GROUP ENGLAND SCOTLAND WALES NORTHERN IRELAND NOT SCOTLAND 16-34 35-54 55-74 75+ MALE FEMALE

### Columns Tested:

- **a**, **b**, **c**, **d**, **e**, **f**, **g**, **h**, **i**, **j**, **k**, **l**, **m**, **n**, **o**, **p**

Prepared by Saville Rossiter-Base: 01727 899 399

---

- **Total**
- **Unweighted total**
- **Effective Weighted Sample**

### Table 72

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### Percentage Changes

- **Unweighted total**
- **Effective Weighted Sample**

### Mention of PL and CL

- **Unweighted total**
- **Effective Weighted Sample**

### Any Mention of Football

- **Unweighted total**
- **Effective Weighted Sample**

### Any Mention of Sport

- **Unweighted total**
- **Effective Weighted Sample**

### Any Mention of Particular Sports

- **Unweighted total**
- **Effective Weighted Sample**

### Any Mention of Sport in General but Not Particular Sports

- **Unweighted total**
- **Effective Weighted Sample**

### Only Non-Sport Reasons

- **Unweighted total**
- **Effective Weighted Sample**

### PL as Main Reason

- **Unweighted total**
- **Effective Weighted Sample**

Columns Tested: a,b,c - d,e - f,g,h,i,j - k,l,m,n - o,p
### Pay TV Wholesale Must-Offer Review, 1st to 7th October 2014

Table 72

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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Base: All who are responsible for the household television service.

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<td>Any mention of sport in general but not particular sports</td>
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| Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p |

Prepared by Saville Rossiter: 01727 899 399
## Table 72

**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

### STANDARD BREAKS

Base: All who are responsible for the household television service

#### Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

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#### Significance Level: 95%

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

#### AWARENESS SUMMARY

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<th>i</th>
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**AWARE OF BOTH SS & BTS**

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**AWARE OF SS BUT NOT BTS**

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**Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p**

Prepared by Saville Rossiter Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

STANDARD BREAKS

Base : All who are responsible for the household television service

### Table 72

**Significance Level: 95%**

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<tr>
<th></th>
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Unweighted total: 3158

Effective Weighted Sample: 2817

Total: 3158

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Columns Tested:
- a,b,c - d,e - f,g,h - i,j - k,l,m,n - o,p
**PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.**

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**STANDARD BREAKS**

Base : All who are responsible for the household television service

![Table 72](image)

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### STANDARD BREAKS

Base: All who are responsible for the household television service

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### SEX

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Columns Tested: a,b,c - d,e - f,g,h,i - j,k,l,m,n - o,p

Prepared by Saville Rossiter-Base: 01727 899 399
PAY TV WHOLESALE MUST-OFFER REVIEW. 1st to 7th October 2014.

Any break column with a base size lower than 50 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

STANDARD BREAKS

Base: All who are responsible for the household television service

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<thead>
<tr>
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<th>ETHNICITY</th>
<th>NATION</th>
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Prepared by Saville Rossiter-Base : 01727 899 399