## STRICTLY CONFIDENTIAL - CONTAINS BUSINESS SECRETS

# PROPOSED ACQUISITION BY NEWS CORPORATION OF UP TO 60.9 PER CENT OF BRITISH SKY BROADCASTING GROUP PLC

## News' response to the OFT/Ofcom questions of 8 April 2011

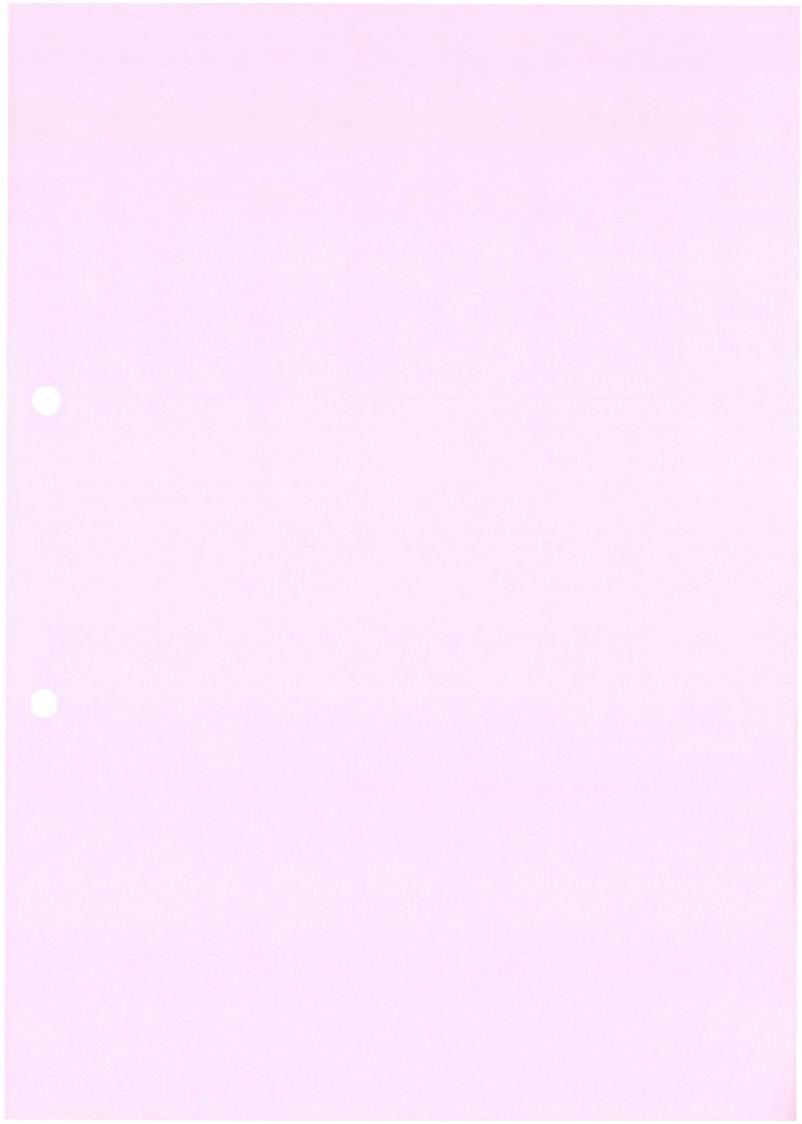
#### 1. Introduction

This submission is made on behalf of News Corporation (News) in response to the OFT/Ofcom questions of 8 April 2011.

News strongly believes that both the Carriage Agreement and Brand Licensing Agreement are consistent with the spirit of the UIL submitted to the Secretary of State on 1 March 2011, both overall and specifically with respect to securing Newco's independence and financial sustainability.

## REDACTED

Comprising 12 pages



## Newco plc

Business Plan - REVISED 12th April 2011

Revisions from previous version are highlighted in RED



## REDACTED

Comprising 25 pages