

NOTICE OF APPLICATION FOR APPROVAL OF AN ACQUISITION

- Applicant: British Sky Broadcasting Group plc (“**Sky**”).
- Acquisition: Sky, through the intermediary Kestrel Broadcasting Limited, acquired Virgin Media Television Rights Limited and Virgin Media Television Limited together with the rights to all assets used exclusively in the Virgin Media television business.
- Industries Involved: The creation and supply of television channels.

The JCRA invites any comments regarding the acquisition. The deadline for comments is **2pm Tuesday 31 August 2010**. Please make your comments by letter marked for the attention of Rob van der Laan, Senior Case Officer at the address below, or by e-mail to r.vanderlaan@jcra.je. A public version of the application form is available on request.