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25 April 2017

Dear Mr [REDACTED]

**TWENTY-FIRST CENTURY FOX, INC AND SKY PLC  
EU MERGER REGULATION**

Thank you for your letter of 10 April 2017 concerning 21st Century Fox, Inc.'s proposed acquisition of the remaining shares of Sky plc and the application of EU Merger Regulation ("EUMR").

In your letter you asked whether the commitment to broadcasting standards public interest consideration specified in section 58(2C)(c) of the Enterprise Act 2002 ("the Act") has been communicated to, and recognised, by the Commission under Article 21(4) EUMR.

The Department considers that the public interest consideration specified in section 58(2C)(c) of the Act falls within the scope of the Article 21(4) EUMR concept of media plurality, which extends beyond media ownership and includes a range of other matters, including matters covered by the regulatory framework for audiovisual media services. We base our view, in particular, on the considerable information available (including independently produced material and material emanating from EU institutions<sup>1</sup>), which supports a broad interpretation of the concept of media plurality.

As a result, the Department has not considered it necessary to communicate the section 58(2C)(c) ground to the Commission for the purpose of having it specifically recognised under the EUMR.

Yours sincerely,

[REDACTED]  
Acting Director, Media and Creative Industries  
Department for Culture, Media and Sport

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<sup>1</sup> See, for example, material referred to on the European Commission website on the Digital Single Market and Media Pluralism: <https://ec.europa.eu/digital-single-market/en/about-media-freedom-pluralism>