

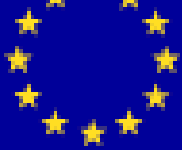
## Business patterns

- Variety of business practices (access, pricing, coverage, bundling, exclusivity, collective selling)
- Business practices screened against competition provisions Treaty
- Market outcomes: hampered development of whole 3G sector or certain 3G operators



## 1. Access to content

- Concern: hinders take-up of 3G sports services
- Findings: number of sports events were not sold
- Reasons: Lack of commercial interest or refusal to supply (directly or indirectly)?



## 2. Pricing

- Two types of competition concerns:
  - Pricing level
  - Pricing structure
- Mobile operators reported instances of excessive pricing
- Not easy to assess which price is still reasonable and which anti-competitive



## 3. Coverage restrictions

### Length of coverage

- Coverage restricted to highlights of no more than 90 seconds
- Technical restrictions of handset or anti-competitive practice?

### Timing of coverage

- In some countries time embargoes apply
- Protection value of TV rights or restriction?



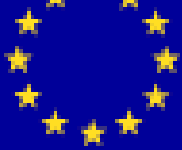
## 4. Cross-platform bundling

- May restrict exploitation of 3G rights
- Benefits argued by market players
- Bundling necessitated by technological factors or anti-competitive practice?



## 5. Exclusivity

- Positive or negative?
- Patterns of exclusivity across sports, events and countries
- Length of exclusive contracts



## 6. Collective selling

- Can increase pricing or decrease output
- Benefits argued in terms of revenue redistribution and efficiency
- Most 3G rights to events that involve clubs are sold collectively



## Conclusion

- Questions focussed on anti-competitive effects of business practices
- Sector inquiry efficient screening tool to get patterns of behaviour
- Comments are welcome until 1 July 2005