



SKY SUBSCRIPTIONS

All information given will be treated in the strictest confidence.

Please return completed questionnaires by 5pm on Friday 23rd July 2010
to info@almr.org.uk or fax: 020 8579 7579

The ALMR has been at the forefront of trade efforts to obtain a better deal for operators from BSkyB since 2002. As part of this we have submitted two detailed complaints to OFT and OFCOM and have now been asked for views and comments following Sky's recent announcement about changes to subscription structure and level. This survey is designed to capture a snapshot view on operators' reactions in order to help inform an ALMR response.

Name of company:	<input type="text"/>
No of managed outlets:	<input type="text"/>

1. Please provide details of the total number of managed outlets in your estate and the number of those outlets subscribing to Sky for each of the dates specified (approx figures or partial answers accepted).

	Total no of sites in estate	No of sites subscribing to Sky
June 2010		
June 2008		

2. What was the average subscription charge per outlet in your estate in 2009/10?

£

3. As a result of Sky's recent announcement, please indicate what impact this will have on subscription levels in your estate?

	Total no of sites affected	Average % change
Subscription Reduced		
Subscription Unchanged		n/a
Subscription Increased		

4. What action are you taking as a result of the recently announced changes? Please tick all that apply

Cost benefit analysis on individual site by site basis	<input type="checkbox"/>
Increased marketing activity to support existing package	<input type="checkbox"/>
Cancelled subscription	<input type="checkbox"/>
Stopped Premiership Plus subscription	<input type="checkbox"/>
Considered alternative sports broadcast provider(s)	<input type="checkbox"/>
Looked at alternative entertainment	<input type="checkbox"/>
Other – please specify	<input type="checkbox"/>

5. If you have removed Sky from any of your outlets, please indicate how many:

Please submit any additional comments on a separate sheet. Thank you for your support