

THE STRAITS TIMES Print Article

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Nov 14, 2009

If StarHub is sincere, offer SingTel its quality content too

I READ with interest yesterday about StarHub prodding SingTel to 'move on' and 'discuss what can be done for consumers going forward'.

This is perhaps an opportune time to explore separating pay-TV content from its mode of delivery. If StarHub is sincere about discussing what can be done for consumers going forward, it should reciprocate the same high level of unselfishness it expects of SingTel, by offering SingTel access to content from its equally prized news and educational line-ups.

In fact, it should extend this offer to other would-be providers of pay TV, irrespective of delivery mode. Doing so may also lower the cost of content acquisition, as pay-TV operators no longer need to engage in aggressive bidding wars to ensure they gain access to the desired content.

StarHub has to understand that in pay TV, content takes precedence over technological superiority. Consumers are not concerned if the programmes they want to watch are delivered via copper telephone lines, cable, fibre or even the Internet. If StarHub expects SingTel to offer access to its content, it must play quid pro quo in the same currency.

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