



**CABLE BAHAMAS LIMITED'S APPLICATIONS FOR THE  
REPACKAGING OF REVTV OFFERS**

**STATEMENT OF RESULTS AND FINAL DECISION**

**ECS 09/2021**

**Issue Date: 8 July 2021**

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# 1. Introduction

In this document, the Utilities Regulation and Competition Authority ('URCA') issues its Statement of Results and Final Decision on the applications received from Cable Bahamas Limited ('CBL') requesting URCA's approval to repackage its REVTV offers for both residential and business pay television subscribers. CBL submitted the application for residential REVTV offers on 27 October 2020 and later submitted the application for business REVTV offers on 20 January 2021.

Having determined the applications were matters of public importance, URCA published a consultation document (ECS 04/2021)<sup>1</sup> on 19 March 2021, setting out URCA's preliminary views and inviting feedback from the public. The document was accompanied by the non-confidential versions of CBL's price application documents.

URCA received over 100 written submissions from the public during the consultation period and feedback from a single virtual forum and multiple focus groups held by URCA. CBL also launched its own public awareness campaign in February and March 2021, consisting of a virtual forum, focus groups, an online survey, and media roundtable discussions. URCA thanks all respondents for their submissions and participation in this consultation.

Despite URCA's efforts to educate the public during the consultation period, there was an inaccurate perception held by some members of the public that the entire repackaging proposal was solely about a price increase. It appears to URCA that some respondents did not have a complete understanding of the repackaging. A full description of what the changes entail can be found in Section 1.1 of this document.

Notwithstanding the misunderstanding by some respondents, URCA received valuable feedback during the consultation period. In reaching its decision, URCA has given the utmost consideration to the submissions made by respondents to the consultation. The publication of this document brings to an end URCA's public engagement on CBL's price applications.

While URCA has sought to respond directly to comments and representations received during the consultation process, URCA expressly states that any failure to respond to any issue raised by a respondent does not necessarily signify agreement in whole or in part with the comment, that URCA has not considered the comment, or that URCA considers the comment unimportant or without merit.

## 1.1 Description of CBL's Proposed Changes

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<sup>1</sup> ECS 04/2021 is available at <https://www.urbahamas.bs/consultations/ecs-04-2021-consultation-document-for-cable-bahamas-limiteds-application-for-the-repackaging-of-revtv-offers/>.

CBL's proposed changes to residential REVTV offers are summarised in Table 1, and the proposed changes to business REVTV offers are summarised in Table 2.

**Table 1. Summary of proposed changes to residential REVTV offers**

Plan	Existing number of channels	Existing price of plan	Description of proposed non-price changes	Proposed new number of channels	Proposed new price of plan
REVTV PRIME <sup>2</sup>	72	\$38.00	Net decrease of four (4) channels	68	No change
REVTV PRO <sup>3</sup>	30	\$5.95	Customers will no longer be required to subscribe to REVTV PRO to subscribe to add-ons.	No change	\$10.00
REVTV Premium <sup>4</sup>	20	\$10.00	Existing customers to be grandfathered in, and the package will no longer be offered to new customers.	No change	No change
REVTV Prestige <sup>5</sup>	26	\$9.00	Discontinued. Customers will be moved to the new 'Lifestyle Extra' package.	N/A	N/A
REVSportsPrime	10	\$10.00	Discontinued. Customers will be moved to the new 'REVTV Sports' package.	N/A	N/A
REVTV Kids	*new*	*new*	A new package consisting of child-friendly channels moved from existing packages	7	\$5.00
REVTV News & Science	*new*	*new*	Contains mostly news and educational channels moved from existing packages	10	\$5.00
REVTV Rhythms	*new*	*new*	Contains mostly music and entertainment channels moved from existing packages	10	\$5.00
REVTV Lifestyle Extra	*new*	*new*	Contains mostly lifestyle and entertainment channels moved from existing packages. Existing REVTV Prestige customers will be migrated to this package	19	\$10.00
REVTV Sports	*new*	*new*	Contains sports channels moved from the existing REVSportsPrime and other packages. Existing REVSportsPrime customers will be migrated to this package.	16	\$15.00

<sup>2</sup> formerly Basic or SuperBasic.

<sup>3</sup> formerly PRIME Select.

<sup>4</sup> formerly PRIME Plus.

<sup>5</sup> formerly PRIME Extra.

**Table 2. Summary of proposed changes to business REVTV offers**

Plan	Existing number of channels	Existing price of plan	Description of proposed changes	Proposed new number of channels	Proposed new price of plan
<b>REVTV PRIME Business</b>	72	\$64.00	Net decrease of four (4) channels	68	No change
<b>PRIME Business Extra</b>	69	\$75.00	Existing customers to be grandfathered in. Package will no longer be offered to new customers.	No change	No change
<b>PRIME Business Sports</b>	5	\$50.00	Discontinued. Customers will be moved to the new 'REVTV Sports' package	N/A	N/A
<b>Business PRO</b>	*new*	*new*	Package now offered to business customers.	30	\$20.00
<b>REVTV Kids</b>	*new*	*new*	Contains child-friendly channels moved from existing packages	7	\$10.00
<b>REVTV News &amp; Science</b>	*new*	*new*	Contains mostly news and educational channels moved from existing packages	10	\$10.00
<b>REVTV Rhythms</b>	*new*	*new*	Contains mostly music and entertainment channels moved from existing packages	10	\$10.00
<b>REVTV Lifestyle Extra</b>	*new*	*new*	Contains mostly lifestyle and entertainment channels moved from existing packages. Current REVTV Prestige customers will be migrated to this package.	19	\$20.00
<b>REVTV Sports</b>	*new*	*new*	Contains sports channels moved from the existing REVSportsPrime and other packages. Current PRIME Business Sports customers will be migrated to this package.	16	\$50.00

As shown in Tables 1 and 2, the repackaging entails a net reduction in the number of channels for REVTV PRIME (residential and business), the movement of several channels between existing packages, and the creation of several 'add-on' packages targeted towards specific audiences.

Table 3 below lists the channels to be added and removed from the respective packages. With the exception of the sports package, channels to be added/removed are identical for both residential and

business packages. For the avoidance of doubt, any channel not listed in Table 3 will remain in its respective package.

**Table 3. Channels to be added/removed from each package**

Package	Channels to be added to package		Channels to be removed from package	
<b>RETVV PRIME (Residential &amp; Business)</b>	AMC BBC America BET Bounce Grit Gusto TV	Island TV/Tropik ME TV Treehouse TV One ZEN TV	CCTV 4 CCTV 9 Cinemax Fox Soccer Plus GVTV HD GVTV Music HD GVTV Vogue HD Jewelry Channel	MTV NBA Network One America News Sports Max 1 Sports Max 2 TNT HD TVO
<b>PRO</b>	Africa Channel BET Gospel BET Her Cinemax Cleo Comedy Central HD Escape GSN Jewelry Channel	Movies! MTV Paramount PBS Kids Qubo Quest TV TNT HD TVO YTV	Al Jazeera Animal Planet BET Bounce CNBC Cooking Channel HD Discovery Kids Disney XD	DIY HD GVTV Extreme HD MLB NFL Network Space Syfy Travel Channel HD TV One
<b>Prestige (to become 'Lifestyle Extra')</b>	Cala Classics TV Comedy TV Cooking Channel Destination TV Discovery ID Discovery World DIY Entertainment TV FX	FYI LRW Recipe TV Space Syfy, TCM Travel Channel Viceland	Africa Channel HD AWE TV AXS HD Baby First BET Gospel BET Jams BET Soul Centric/BET Her Discovery Science Family.ca Game Show Network	Golf Channel HD ION Life Movies! MTV Hits NBC Sports HD OCTV PBS Kids QUBO Teen Nick Treehouse, YTV
<b>REVSportsPrime (to become 'RETVV Sports')</b>	Fox Soccer Plus Golf Channel MLB Network NBA Network NBC Sports	NFL Network NHL Network Sports Max 1 Sports Max 2 Strike Zone	ESPN 2 Caribbean HD ESPN Caribbean HD Quest	
<b>RETVV Kids</b>	Animal Planet Baby First Discovery Kids Disney XD	Family.ca Teen Nick YTV	N/A	
<b>News &amp; Science</b>	Al Jazeera CNBC Discovery Home & Health Discovery Science	Fox News OCTV One America News CCTV 9 CCTV 4	N/A	

	Fox Business		
<b>REV Rhythms</b>	CMT MTV2 MTV Hits MTV Jams VH1 Soul	GVTV HD GVTV Music HD GVTV Vogue HD GVTV Extreme HD AXS HD	N/A
<b>Business Sports</b>	Big Ten Network Fox Soccer Plus Fox Sports 2 Fox Sports Racing Golf Channel MLB Network NBA Network	NBC Sports NFL Network NHL Network Sports Max 1 Sports Max 2 Strike Zone	ESPN HD ESPN2 SEC ESPNU TSN

## 1.2 Regulatory Framework

To recap, URCA is the regulator and competition authority for the electronic communications and electricity sectors in The Bahamas. URCA is tasked under the Communications Act, 2009 (the ‘Comms Act’) to carry out various duties and functions to fulfil its principal objectives. Notably, the electronic communications policy objectives, as specified in section 4 of the Comms Act, include, inter alia:

- (a) *to further the interests of consumers by promoting competition . . .*
- (b) *to further the interests of persons in The Bahamas in relation to the electronic communications sector . . .*

In URCA’s 22 April 2010 Final Decision on *Obligations Imposed on Operators with Significant Market Power*,<sup>6</sup> pricing for CBL’s REVTV PRIME (formerly SuperBasic) and bundles including REVTV PRIME for residential and business customers became subject to retail price regulation under the Retail Pricing Rules (ECS 15/2010)<sup>7</sup> also referred to as the Rules. The 2010 Rules were revised and reissued in April 2014 as ECS 06/2014.<sup>8</sup> This framework aims to protect consumers from monopolistic or excessive pricing and to mitigate against SMP licensees behaving anti-competitively to the detriment of emerging competition in the more contestable segments of the industry.

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<sup>6</sup> <https://www.urbahamas.bs/wp-content/uploads/2017/02/ECS-11-2010-Final-Decision-Obligations-Imposed-on-Operators-with-Significant-Market-Power..pdf>

<sup>7</sup> <https://www.urbahamas.bs/wp-content/uploads/2017/02/ECS-15-2010-Regulation-of-Retail-Prices-for-SMP-Operator-Rules.pdf>

<sup>8</sup> Can be found at <https://www.urbahamas.bs/wp-content/uploads/2017/02/ECS-06-2014-Regulation-of-Retail-Prices-for-SMP-Operators-Rules-3.pdf>.

Within the Rules are the general information requirements and approval procedures for specified changes to Price Regulated Services. Regarding its REVTV PRIME package, CBL proposes to rearrange channels, resulting in a net decrease of four (4) channels. Because CBL's proposed changes to REVTV PRIME involve reducing the number of channels in the package while keeping the headline price the same, these constitute changes in the non-price terms and conditions.<sup>9</sup> As a result, the following requirement of the 2014 Rules is relevant to URCA's review of the applications:

An SMP licensee must first obtain URCA's written consent or approval before introducing any changes to the non-price terms and conditions of Price Regulated Services that could be expected to affect either the effective price paid by consumers or the costs incurred by the SMP operator.<sup>10</sup>

Additionally, URCA must assess the proposed changes to REVTV PRIME against the minimum information requirements specified in Paragraphs 44.1 to 44.7 of the Rules.

In *Assessment of Significant Market Power in the Electronic Communications Sector in The Bahamas under Section 39(1) of the Communications Act, 2009 (ECS 14/2014)*<sup>11</sup> issued 2 December 2014, URCA confirmed CBL's SMP in pay TV services.

URCA considers that under the terms of section 11(1) and section 13(1) of the Comms Act, the applications are of public significance and warrant a public consultation before URCA makes its decision. In section 13(1) of the Comms Act, a matter is of public significance "... if it relates to electronic communications services or networks and can lead to one or more of the following –

- (a) *involve a major change in the activities carried on by URCA under this Act;*
- (b) *a significant impact on persons carrying on activities in those areas where URCA has functions under this Act; and*
- (c) *a significant impact on the general public in The Bahamas."*

Finally, the Consumer Protection Regulations<sup>12</sup> state the following:

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<sup>9</sup> Part I of the Rules.

<sup>10</sup> Paragraph 44 of the Rules.

<sup>11</sup> ECS 14/2014 can be found at <https://www.urbahamas.bs/wp-content/uploads/2017/02/ECS-14-2014-Assessment-of-Significant-Market-Power-in-the-Electronic-Communications-Sector-in-The-Bahamas.pdf>.

<sup>12</sup> Consumer Protection Regulations can be found at <https://www.urbahamas.bs/wp-content/uploads/2017/02/ECS-19-2013-Consumer-Protection-Regulations-VERSION-1.0.1-2.pdf>.



A Service Provider shall give a Customer not less than one (1) month's notice of any proposed modification, amendment or variation to a contract (which term includes a change in the price of any Service or Product, whether approved by URCA or not) which is likely to be of material detriment to the Customer.

### **1.3 The Remainder of this Document**

The remainder of this document is structured as follows:

- Section 2 - URCA's Final Decision;
- Section 3 - Responses to the consultation; and
- Section 4 - Conclusion and next steps.

## 2. URCA's Final Decision

This Section contains URCA's Final Decision regarding CBL's repackaging applications for residential and business REVTV subscribers.

URCA has determined that the applications are complete, do not give rise to any anti-competitive concerns, and are compatible with the Comms Act and Sector Policy objectives. This determination is merited on the following grounds:

- The supporting financial information is satisfactory and is not out of step with established methodologies and principles determined by URCA.
- Based on the supporting evidence available in CBL's applications, the changes will not result in CBL earning an over-recovery of its regulated cost of capital on the pay television service.
- The accompanying spreadsheets demonstrate that CBL's subscriber numbers have been trending downward and will continue to do so; therefore, some intervention is needed to arrest the ongoing decline.
- In addition, the spreadsheets support CBL's claim that the repackaging will reduce content costs and improve the margins on the affected packages while keeping the headline price of REVTV PRIME the same.
- The changes will help to ensure the television service provision remains economically attractive on a going-forward basis by making the affected packages more cost-reflective.
- The repackaging does not raise concerns about predatory pricing, margin squeeze, price discrimination, technical replicability, or economic replicability.

Additionally, many respondents were not aware that the REVTV PRO package is required to gain access to premium or add-on packages and some respondents were unfamiliar with the titles and channel listings of CBL's packages. For these reasons, URCA has determined that additional time beyond the minimum one month's notice period is needed to inform the public of the repackaging. See item (v) below.

Having reviewed CBL's applications and considered the comments, URCA approves CBL's repackaging subject to the conditions below.

- i. CBL may implement the changes to the existing packages as set out in Tables 1–3 in Section 1.1 of this document.
- ii. CBL may introduce the new add-on packages as set out in Tables 1–3 in Section 1.1 of this document.
- iii. Customers are no longer required to subscribe to REVTV PRO for access to add-on packages.

- iv. As captured in Tables 1-3 in Section 1.1, the channel changes will be implemented in geographic areas where CBL has a two-way digital cable network only, i.e., New Providence, Abaco, Grand Bahama, and parts of Eleuthera.
- v. Customers must be given no less than six weeks' notice before the repackaging comes into effect.
- vi. Following the publication of this Final Decision, CBL must notify URCA of the implementation date for the changes.
- vii. Customers must be well-informed of all of the terms and conditions associated with the changes via CBL's website, social media accounts, newspaper publications, email, and any other medium before and after the implementation of the changes.
- viii. The requirements for obtaining add-on packages, i.e., that REVTV PRO is no longer needed and only REVTV PRIME is necessary, should be clearly displayed on CBL's website and any other medium used by CBL to communicate with customers and advertise its products.

With that stated, it is important to address customers' discontent with CBL's service quality which was a recurring theme in the consultation responses. Despite being outside the scope of this consultation, the widespread service quality issues are concerning. Therefore, following the publication of this Final Decision, URCA will launch an investigation to address the complaints.

URCA advises that CBL's failure to fully comply with any of the decisions or directives outlined in this Statement of Results and Final Decision document will result in URCA taking enforcement action against CBL under the Comms Act.

### **3. Responses to the Consultation Document**

Due to the volume of responses received, URCA has summarised and responded to the most frequent comments and arguments submitted. This Section is set out as follows:

- i. General comments received
- ii. Arguments against CBL repackaging
- iii. Arguments in support of CBL repackaging

#### **3.1 General Comments Received**

There was a preference among respondents for a la carte packaging where subscribers can choose the channels they want to create their own custom-made packages. Because many respondents watch only a small percentage of the channels included in the packages they subscribe to, a la carte packaging would remove the need for them to subscribe to and pay for channels they do not watch therefore increasing overall satisfaction. Some respondents questioned the need to subscribe to an entry-level package such as REVTV PRIME and wanted the ability to subscribe to premium packages without subscribing to a base package.

Many respondents said they used streaming and online services such as Netflix, Fire TV Stick, YouTube, and Disney Plus in addition to their cable TV services. However, only a small percentage had unsubscribed from CBL's pay TV services completely. Both existing and former CBL pay TV subscribers enjoy the flexibility and variety offered by streaming TV services which they felt were lacking in traditional TV services.

Some respondents were unhappy with the amount of Spanish language programming offered by CBL considering that The Bahamas is an English-speaking country. Although a few within this grouping were aware that The Bahamas is considered a part of the Latin America and Caribbean region, they felt that CBL should charge less for its services if that is the case or acquire more English language content.

#### URCA's Response

URCA understands that, throughout the world, television channels are negotiated between content providers and pay TV operators with specific stipulations. These stipulations include but are not limited to: requiring operators to offer a group of channels as part of a package instead of on an individual basis; and mandating that channels be a part of packages with a minimum subscriber count. The stipulations allow for newer, lesser-known channels to be subscribed to when offered along with more popular and established channels. Content providers claim that if channels were to be offered on an a la

carte basis, this would result in subscribers paying more per channel than when channels are sold on a bundled basis. Content providers also argue that a la carte packaging would hinder innovation and discourage the development of new content because consumers are more likely to pay for channels they are already familiar with. Another factor to consider is pay TV operators in smaller jurisdictions like The Bahamas have less buying power when negotiating for content and TV channels. Therefore, CBL, by virtue of its size has fewer alternative options other than to abide by the stipulations set by content providers. Despite the limited availability of a la carte packaging at this current time, URCA provisionally considers that genre-specific packaging might be a reasonable alternative in the traditional TV landscape.

Regarding streaming services, URCA recognises that technology and consumer preferences are dynamic. URCA appreciates the ability of consumers to choose the services they want.

Regarding Spanish language programming, the concerns raised are considered outside the scope of this consultation. However, URCA notes these concerns have been raised in previous consultations and as general complaints to URCA and remain a bone of contention for CBL's subscribers. In response to this, CBL's website states:

*We are continuing to work with our providers to reduce the Spanish content within their programming, but the English-speaking Caribbean region countries are forced to receive Latin American feeds. Currently there is only a handful of channels that carry a limited amount of non-English content.<sup>13</sup>*

### **3.2 Arguments against CBL Repackaging**

As stated in Section 1, there was a misconception that the repackaging was solely about a price increase; therefore, the majority of responses objected to granting CBL a price increase of any kind.

Another common complaint revolved around CBL's quality of service. Many respondents were unhappy with CBL's television service quality due to recurring outages, error messages, pixelated channels, an incorrect TV guide (what was stated on the TV guide did not match what was shown on TV), and dissatisfaction with DVR boxes. Respondents felt that CBL should correct its service quality issues before restructuring its packages or increasing its prices. Respondents were unhappy that they did not receive any reimbursement for CBL's outages or service disruptions. In their view, CBL did not practice any leniency when applying late fees or sending bill reminders despite regular disruptions. Some blamed CBL's reduction in subscribers on the poor quality of service instead of the advent of competing

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<sup>13</sup> <https://support.rev.bs/hc/en-us/articles/360006455359-Why-are-my-channels-in-Spanish->

streaming services which CBL attributed the subscriber attrition to in its applications. Others claimed they would be willing to spend more on pay TV if CBL improved the quality of service. Respondents felt that CBL should improve its service quality before applying for any type of price increase or restructuring of its packages.

On a similar note, some respondents felt the repackaging changes were not enough to improve their level of satisfaction with CBL. In addition, for those who no longer subscribe to CBL's TV services, some stated the repackaging would not make them resubscribe.

A few still considered the revised packages to be too expensive and unattractive especially compared to alternatives such as Netflix, Fire TV Stick, and Disney Plus. In addition, some respondents claimed CBL often changed or removed channels without notice and felt they were already paying more for fewer channels.

There was some concern that by moving certain sports channels from REVTV PRIME to REVTV Sports, REVTV PRIME subscribers will lose access to sports games. In addition, others disliked that REVTV PRIME will no longer have any movie channels if CBL moved the Cinemax and TNT channels from REVTV PRIME to REVTV PRO as part of the repackaging.

#### URCA's Response

As stated in previous sections of this document, the repackaging is multi-faceted and the perception that it revolves solely around a price increase is inaccurate. URCA refers to Tables 1 – 3 in Section 1 of this document which outlines the different aspects of CBL's repackaging. The aspects that involve a price increase include the net reduction of channels in REVTV PRIME from 72 to 68 channels and the increase in the headline prices of the REVTV PRO and REVTV Sports packages. The headline price of REVTV PRIME remains unchanged, but the number of channels in the package will be reduced, resulting in an effective increase in the price per channel of the package. CBL's reasons for the channel reduction are to lower content costs and to replace some of the low viewership channels with channels CBL deems to be more attractive to subscribers.

Except for a handful of objections to the TNT and Cinemax channels moving from REVTV PRIME to REVTV PRO, very few respondents commented on the actual channels being added to or removed from the REVTV PRIME line-up. For this reason, URCA considers the channels being added to REVTV PRIME to be generally favourable. Although the headline price of REVTV Sports will increase, the package will have six additional channels added to its line-up. As to the rise in the headline price of REVTV PRO, CBL's financials support its claim that this package is a low margin service. Therefore, despite the price increase of REVTV PRO, URCA appreciates that it will no longer be the gateway for accessing premium packages.

Complaints regarding CBL's service quality was a recurring theme in the responses. In addition to public complaints, URCA is aware of persistent and widescale service interruptions in the form of error messages consistently appearing on screen, regular service outages at 2:00 a.m, pixelated channels, and other issues. Although comments concerning service quality are out of scope for the current application, URCA is majorly concerned with the level and frequency of service interruptions and will open an independent investigation following the publication of URCA's Final Decision to better understand these and other matters surrounding CBL's service quality. That said, URCA urges customers to utilise its complaint handling process and bring matters to its attention if and when they do arise. In addition, URCA has implemented quality of service regulations that can address some service quality concerns but customers would need to bring such issues to URCA's attention.

In reference to the packages being too expensive, CBL's financials show that it is not currently earning an over-recovery on its cost of capital, and this will remain the case after the repackaging is implemented.

As for the programming selection, URCA recognises that individual preferences vary. However, based on the feedback regarding genre-based packages, URCA considers that subscribers may find this concept more suitable than the existing packages.

Regarding CBL not notifying customers before removing channels from its line-up, CBL is required by the Consumer Protection Regulations to provide customers with a minimum of one month's notice when making changes to a service or contract that is likely to be of material detriment to a customer. URCA considers the removal of channels to fall in this category. It was not specified which channel removal was being referred to in the responses but URCA is aware that, in June 2019, CBL removed eight TV channels without notice. URCA determined the June 2019 removal of channels to be a breach of CBL's License and the Consumer Protection Regulations resulting in the imposition of a fine and the payment of compensation to affected customers. URCA adds that CBL will be required to give customers no less than six weeks' notice of the changes in the case of the repackaging.

### **3.3 Arguments in support of CBL Repackaging**

The majority of respondents who were well-informed of the repackaging details liked the concept of genre-specific packages. Although individual preferences on specific channels varied, respondents generally favoured the add-on packages and considered the proposed prices and channel listings to be satisfactory. REVTV Kids was the most well-received of all the proposed new add-on packages. As most respondents do not like having to pay for packages that contained unwanted channels, the concept of genre-specific add-on packages was considered a step in the right direction.

All respondents, who were made aware that REVTV PRO will no longer be the gateway to add-on packages, agreed with this proposal because it will reduce the cost of obtaining premium packages. However, some respondents were not aware that REVTV PRO is currently a requirement for add-on packages.

#### URCA's Response

URCA notes the comments in favour of the repackaging. URCA believes the repackaging will benefit both consumers and CBL. It will give consumers the choice of targeted packaging by reducing the need to subscribe to unwanted channels or content. Furthermore, premium packages will become more accessible due to the entry-level package REVTV PRIME becoming the gateway. Also, the headline price of REVTV PRIME, the package to which most customers are subscribed, will not change. Although the number of channels in REVTV PRIME will be reduced to 68 channels down from 72 channels, URCA considers that the channels being added to REVTV PRIME offer valuable and diverse content.

Moreover, most of the channels being taken away from REVTV PRIME will be available in other packages. CBL provided URCA with viewership data showing that some of the channels being removed or transferred from REVTV PRIME had low viewership. CBL told URCA that it pays for channels on a per subscriber basis, therefore changes to REVTV PRIME are needed for CBL to realise any substantial cost savings because REVTV PRIME has the most subscribers.

During the consultation, URCA did not receive responses to warrant rejections of the applications. As such, URCA approves the applications. However, as explained in Section 3.2, URCA is concerned by the numerous comments raised during the consultation regarding poor service quality and will launch an investigation to explore those service quality issues. Regarding respondents not being aware of REVTV PRO being a requirement for add-ons, URCA considers additional time beyond the minimum one month's notice period is needed to inform consumers of the changes. URCA will require CBL to use all available information mediums through which CBL communicates with the public, including CBL's website and Facebook page, via email, and advertisements in newspaper publications.



## **4. Conclusion and Next Steps**

In this document, URCA has summarised and responded to the comments received during the consultation. URCA has set out in Section 2 above its Final Decision on CBL's repackaging applications after considering the comments received.

Following the publication of this Final Decision, CBL must advise URCA of the implementation date for the repackaging. The implementation date must include a minimum of six weeks' notice to subscribers for the changes. During the notice period, CBL must embark on a public campaign using all available information channels to ensure that subscribers are allowed an opportunity to be informed of all changes of the terms and conditions.