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BSKYB takes sky-high gamble with pay TV – Variety  
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Rupert Murdoch reaches for the Sky with bid for full ...  
Sky must offer Sky Sport 1 and 2 to rival operators at 23.4% below its own monthly price per subscriber. The wholesale price for service bundles was also to be reduced by 10.5%. Sky must also offer the high definition versions of Sky Sports 1 and 2 to rivals, but Ofcom will not set the prices after accepting that HD is a relatively new innovation.

Sky UK - Wikipedia  
British Sky Broadcasting (BSkyB) was formed by the merger of Sky Television and British Satellite Broadcasting on 2 November 1990. Both companies had begun to struggle financially and were suffering financial losses as they competed against each other for viewers.

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The News Corporation takeover bid for BSKyB was a proposed takeover of British Sky Broadcasting (BSkyB) by News Corporation, the media conglomerate of Rupert Murdoch. The bid was launched in June 2010, but was withdrawn in July 2011 following the News International phone hacking scandal.

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BSKYB takes sky-high gamble with pay TV. LONDON — That notorious risk-taker Rupert Murdoch is rolling the dice again Sept. 1. He ’ s betting that about 750,000 Britons are willing to dig into their pockets to pay for a mix of existing channels — previously delivered free — and new services.

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Sky UK (formerly British Sky Broadcasting Limited, BSKyB and Sky) is a British telecommunications company which serves the United Kingdom owned by Comcast.Sky provides television and broadband Internet services, fixed line and mobile telephone services to consumers and businesses in the United Kingdom.

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Sky News delivers breaking news, headlines and top stories from business, politics, entertainment and more in the UK and worldwide.

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