

Annex A

Key Conditions for Niche Subscription TV Licence	
Licence duration	5 years.
Number of Subscribers	Not more than 100,000 subscribers in Singapore.
Licence fee	The licence fee will be 2.5% of total revenue. A minimum licence fee of \$5,000 per annum will be applicable throughout. New service licensees may enjoy a concessionary rate of 0.5% of total revenue or \$5,000, whichever is the higher amount in the first three years of the licence duration.
Performance bond	\$50,000, in the form of either banker's guarantee or cash.
Ownership	No ownership conditions.
Must carry	No must carry obligations.
Advertising revenue	No cap on advertising revenue.
Advertising time limit	14 mins per hour advertising time limit applies for channels with scheduled programming. The 14 mins advertising time limit is not applicable for VOD content and interactive advertising services.
Content guidelines	Subscription TV programme code applies if scheduled programmes are offered, while VOD programme code applies if on-demand programmes are offered.