

## Kuency Roman H ff Solo Warmupper

For one night only, the main room will be transformed into Gotham City as we give the bats a well-deserved night off. Mega turntablist and superhero star James Lavelle headlines this one, having made an epic Together debut back in March, alongside fellow electronic pioneers Phil Hartnoll and Paul Daley.

John Kennedy presents his final Midnight Ramble of the year, and boy did he save the best till last!! Having dropped many a jaw with acts like The Whip, The Teenagers, Dan Le Sac Vs Scroobius Pip, Get Shakes, Sneaky Sound System, Kissy Sell Out, Thee Earls and South Central taking to the stage in 2007; John has one final blow out up his sleeve featuring some of his fave acts of the year, alongside a couple of extra special treats throw in for good measure!

Together faithful. The live action is this month left to Devils Gun, one of our fave bands of the moment. The London five-piece made an impressive dent on the festival scene this summer, with stand out shows at Get Loaded in the Park, Electric Gardens and Loch Ness to name a few. Tipped to join the UK electronic elite (Groove Armada, Prodigy, Faithless et al), their uniquely-crafted sound is topped off by frontman Jagger, one of the best in the biz!!

Forbidden Planet store. Marvel-ous.

Together

- Useful Weblinks -

James Lavelle [www.myspace.com/djjameslavelle](http://www.myspace.com/djjameslavelle)

Alan Braxe [www.myspace.com/alan\\_braxe](http://www.myspace.com/alan_braxe)

Kris Menace [www.myspace.com/krismenace](http://www.myspace.com/krismenace)

Crookers [www.myspace.com/crookers](http://www.myspace.com/crookers)

Justin Robertson [www.myspace.com/djjustinrobertson](http://www.myspace.com/djjustinrobertson)

Anil Chawla [www.myspace.com/anilchawla](http://www.myspace.com/anilchawla)

Black Rabbit [www.myspace.com/theblackrabbitproductions](http://www.myspace.com/theblackrabbitproductions)

Paul Woolford [www.myspace.com/paulwoolford](http://www.myspace.com/paulwoolford)

Cagedbaby [www.myspace.com/cagedbaby](http://www.myspace.com/cagedbaby)

Guy Williams [www.myspace.com/guyguylondon](http://www.myspace.com/guyguylondon)

Bones [www.myspace.com/chrisbones69](http://www.myspace.com/chrisbones69)

Tommy Four Seven [www.myspace.com/djtommyfourseven](http://www.myspace.com/djtommyfourseven)

John Kennedy [www.myspace.com/xposurexfm](http://www.myspace.com/xposurexfm)

Just Jack [www.myspace.com/justjackuk](http://www.myspace.com/justjackuk)

Devils Gun [www.myspace.com/devilsgun](http://www.myspace.com/devilsgun)

Punks Jump Up [www.myspace.com/punksjumpup](http://www.myspace.com/punksjumpup)

Men in Masks [www.myspace.com](http://www.myspace.com).

Murdoch have the ability at any moment to enter the media's attention. After all, he controls through news groups around the world, many located in the well-known newspapers and television stations. On April 9, News Corp. spent 6.6 billion US dollars Holdings GM's DirecTV satellite broadcasting news groups, the performance of Murdoch has kept an unusually low profile and prudent. The acquisition will redefine the ways and watching TV concept, the industry will change the rules of the game, people do not consciously once again the focus of attention to the orientation Murdoch and his media empire.

Ups and downs, Murdoch's acquisition of DirecTV process after more than three years.

DirecTV information on the involvement of the Murdoch negotiations. But after tortuous and protracted 18 months later, the United States second largest satellite TV Echostar to 2.7 billion US dollars bid defeated the News Corporation. Murdoch bitterly said the acquisition of DirecTV is a major life he wishes, the News Corp. dedication. After a year of review, the two major satellite television companies as a monopolistic merger suspicion, the Federal Communications Commission rejected EchoStar's acquisition of DirecTV. At this point, Murdoch back to the acquisition of DirecTV in the game, after six months of difficult negotiations, finally forming their positive results.

You have to admire his patience. But patience is behind the ambitious strategic goals. Murdoch have a distinct personal style, to be adventurous and full of pioneering spirit, and the future of news media groups have the prospect of a clear vision. It is this concept to guide Australia's News Corp. from a small press companies reach today across six continents cross-media group.

News Corp. in 1991 purchased British Sky Broadcasting (BSkyB) satellite television entered the field; July 1993, the purchase of the Asian STAR. 10 operations to the News Corp. full confidence in expanding satellite pay TV platform. Murdoch by the end of 2000 made the following comments: We have found great things, and has worked hard to extend it to any other one that we have sufficient income to support the local pay TV.

2001 Murdoch set up Sky Global, a News Corp integrated major international satellite TV and related assets, including British Sky Broadcasting Corporation, Asia's Star TV (Star) and some Latin American satellite television assets. Prior to the acquisition, DirecTV, the industry has been difficult to ignore Murdoch's satellite TV empire's territory. As of the end of 2002, British Sky Broadcasting Corporation has 6.6 million subscribers in the year by the end of March, an increase of 150,000 subscribers to this growth rate, the end of this year to 7 million subscribers in recognition of the odds. Together with Italy 2.2 million of pay-TV subscribers in Asia and the Star TV, Murdoch's channel strength is obvious.

Unfortunately, Sky Global media less always been the land fought - the United States. Whether through the creation of further acquisitions in the United States for the development of satellite TV, Murdoch and they have done trying. In 1997, Murdoch through the purchase of the United States second largest satellite TV company Echostar founded the part of the AskyB as British Sky Broadcasting's American version. But the Murdoch and Echostar Charles Ergen fail to reach an agreement on the right of control, a split quickly cooperation. Finally, Murdoch was forced to sell the Echostar merger AskyB.

In 2000, when General Motors released to the news of the sale of DirecTV, Murdoch sea. DirecTV Holdings completed on Murdoch to build a global satellite television empire dream, the News Corp. media consolidation Supremacy crucial.

News Corp's global satellite TV platform is the significance of the content of existing resources with the close integration of content and bring into full play the advantages of combining channels. News Corp 1997 annual report says: As the world's most vertically integrated media company, enabling us to film production in Hollywood in the production of television programs around the world, and through Fox television network (Fox) in the United States, in STAR Asia, BSKyB in Britain dissemination.

Murdoch eyes of DirecTV is owned by 11 million users. After the acquisition of DirecTV, News Corp. in the United States on the contents added to a channel of communication, brought a more income.

But DirecTV significance not just an additional channel of communication only, it is News Corp. Murdoch on the future of an important strategic pawn. Facing the changes and dissemination of technical challenges, Murdoch, News Corp globalization strategies to achieve the technology is satellite television. In an interview that in the digital future, the use of satellite technology to the development of interactive television, so that it will become home entertainment, access information centers.

In the United States, part of News Corp with television-related assets, including: Fox Entertainment Group (Fox Entertainment Group), NDS, Gemstar-TV Guide. Fox Entertainment Group's main business is video production and distribution. Its subsidiaries in each of the twenty-first century

film production company before several of the most popular films. Another subsidiary of the United States Fox television network is one of the four major television networks. NDS conditional access technology development and pay-TV subscriber management system. TV Guide to provide television programs on services, not only are electronic version of the hard copy to the audience in the hundreds of channels on the selection of their favorite programs. The three combine News Corp. owned content, communication channels, there are external technologies and services. This combination greatly enhance the market power of News Corp.. The addition of DirecTV, that advantage will be brought into fuller play.

The DirecTV disguise

The nation's second-largest satellite television EchoStar CEO Charles Ergen told reporters that he thought DirecTV, Murdoch will manage even better, better control piracy.

News Corp to the cash and stock to acquire DirecTV parent Hughes Electronics (Hughes Electronics) 34% stake. The acquisition is expected to be completed this year, after Hughes Electronics News Corp. into the Fox Entertainment Group, Murdoch Hughes Electronics as chairman of the board and former chief operating officer of News Corp. Case - Kelly as president and CEO.

Back to 2000 or 2001, people are discussing when Hou Sky Global, a global satellite television platform concept initially emerged, as the Internet boom desire for the investors under the new concept of a timely rain, so that they are willing to because of the new media the concept for the News Corp shares a more money. But in fact, at that time only to the number of Sky Global asset belongs together, there is no substantive significance.

Now, the situation is entirely different. Concept no longer has the magic, only to DirecTV News Corp. earned more money can convince investors. British Sky Broadcasting TV companies over the past two years compared with the successful experience of DirecTV provides technical support.

British Sky Broadcasting company created in 1989, when only four channels. In 1998, the company decided to give consumers more choices, creating a 140-channel digital services. In 1999, to speed up the British television from analog technology to digital technology conversion, British Sky Broadcasting Company provided free set-top box and satellite dish antennas. Conversion spent three years, British Sky Broadcasting Corporation for this spent more than 10 billion dollars. The 2001 conversion when completed, also returns to the British Sky Broadcasting Corporation subscribers increased to 5 million families. Now, through British Sky Broadcasting's digital service, viewers can watch 386 24-hour broadcast channels, but also through television shopping, banking, games, e-mail, travel, tour guides and other information services.

After taking over DirecTV, News Corp's first action is likely to be the introduction of NDS, control theft. NDS is a Murdoch-controlled smart card companies, the major development of digital TV conditional access and client management system.

If, however, to completely study British Sky Broadcasting TV approach, the United States must be updated on millions of boxes, substituting more advanced equipment. The standards of the United Kingdom, the United States set-top box technology is relatively backward, allowing only a small amount of interaction, almost no return path services. Updating equipment is expensive, News Corp is likely to give subscribers to concessions to encourage the use of better technology and equipment.

If Murdoch can update these boxes, the potential returns are enormous. Sky Digital (Sky Digital) annually from interactive services in the access 200 million pounds of revenue, also sold 65,000 senior Sky + decoder, a month after each produce 10 pounds of revenue.

Even updating equipment is a difficult task, News Corp can at least be another application from the British experience. British Sky Broadcasting owns the industry best subscriber management systems and good marketing system, which makes the sky TV is the world's lowest rate of interruption (stop using the customer service ratio). To cancel service, the sky will give you a better deal; friend recommended to the sky television, you will be given daily necessities or services coupons. Compared to British Sky Broadcasting's marketing, marketing DirecTV in the pale on the.

Currently, DirecTV interrupt rate is 18 percent, and British Sky Broadcasting Corporation interrupted rate was only 9.4 percent.

In addition, some of the DirecTV Group internal departments into the news, will save a lot of costs. According to the vice-president in charge of financial Peter Giacalone, DirecTV customer service to the Department moved to the News Corp internal savings from 40 to 80 million US dollars of costs, administrative costs could be saved 4000-8000 million, and Fox sharing dissemination savings 200000000 dollars.

Rome was not built in one day's. Both DirecTV to News Corp. rekindled hope that the raging flames, or to improve their own operations will be a long and difficult road. Murdoch himself admits that DirecTV to News Corp. for the profit contribution of forces it needs at least four years.

The development of new rules of the game

Once completed this acquisition activities, the United States of the major television and cable television service providers are likely to face some very adverse situation.

To give an example closer to our lives Imagine bright milk purchased Hualian Supermarket, it is clear that bright through Hualianxin want to sell their products. If the two companies in the industry are of vital importance, there will inevitably speculation, bright milk will not stop the supply to other supermarket? Hualian Supermarket will be the bright milk placed in the most prominent position?

Similarly, people worry that Murdoch will be there from the cable service provider to withdraw News Corp. programs, or require them to pay higher prices. In addition, DirecTV may also suppress other program providers price, or not to give them a good time.

Murdoch seems to be noted that the vigilance of eyes, he completed the acquisition of DirecTV outside talking about how to conduct business after it extraordinarily low profile and caution so as not to become the target of public criticism and the United States Federal Communications Commission (FCC) monitoring the focus targets. May 8, Murdoch in his testimony to the jury that they will strictly abide by the FCC s access to the television programs, news groups continue to provide their business competitors television programs in the future will not be TV service prices, terms, operating conditions, and other media companies to take any other discriminatory measures.

These commitments do not allow all major television providers have assured that because of the lessons learned earlier. Last November, Comcast (Comcast) the company s acquisition of AT T completed basic cable television business, AT T absorbed the original 21 million subscribers, Comcast Corporation became the nation s largest cable television operator. Completion of the merger on the same day, Comcast Corporation to the Federal Court of Pennsylvania to apply for court approval when they cancel AT T and Starz Encore channel charges six years of the contract period. The current lawsuit also outstanding, Comcast Corporation won once, it can be lifted when AT T and Starz agreement, and to maintain its own original Starz relatively low price with the agreement. So, Comcast annual savings 80 million US dollars expenses.

So people have reason to worry that, once the process is completed acquisition DirecTV, News Corp is likely to take a new attitude and practices, may imitate Comcast approach to suppressing program suppliers and TV service providers.n

Even Hollywood has always advocated liberalism in the giant Barry Diller recently said in a speech to the further concentration of ownership of such concerns. But Murdoch DirecTV have the ability through a new round of the rules of the game but could not change the facts.

Despite the second-largest satellite TV from EchoStar News Corp felt the pressure of competition, Charles Ergen on the acquisition mixed. He believes that this acquisition will enhance the satellite television confrontation cable s competitiveness. In addition, Murdoch will use his political clout to persuade Congress to promote more consumer satellite television industry policy.

While cable to another kind of a situation. Murdoch long-standing feud with cable TV, Fox News Channel can be said to be almost impossible in the conditions for the further development and growth, the suppression of other cable inevitable. In his view, cable abuse of monopoly power, and do not like competition. Murdoch tried to persuade the FCC approval is one of the reasons for acquisition, News Corp. acquisition of DirecTV, the cable can create a competitive force.

Gambling with satellite tomorrow

Merrill Lynch media analyst Jessica Reif Cohen said: News Corp.n

Cable Satellite Television has been aware of the threat. American television often carry a classic advertising: Time Warner Cable tit-for-tat that no satellite TV service, no local branches.

In fact, the satellite and cable television services are not limited to competition, the key is to seize the future of telecommunications, television, the Internet, convergence era of ultimate victory. Satellite and cable are making efforts to find customer demand, and the system so that they can provide these services.n

Internet access and telephone services. Facing the challenges of new technologies and opportunities, news groups, to achieve its globalization strategy and technology is satellite television. Murdoch in an interview with reporters that in the digital future, the use of satellite technology to the

development of interactive television, and interactive television eventually become home entertainment centers and access to information. Again farther, television shopping also is a big business.

The past, the analog signal transmission through cable television programs through satellite television and digital signal transmission, which can carry more channels and interactive programming guidelines alone. In the past seven years, the cable input 70 billion US dollars to upgrade their systems for digital transmission. Now, cable and satellite transmission biggest difference between the satellite and ground wire is the difference between a dish antenna.

The dish antenna advantage is low cost, easy installation, because it does not require the laying of fiber optic cable in the ground. However, the current ground wire cable to support them other than to provide television services, such as video-on-demand, Internet access. And, in the two-way data transmission, cable technology than satellite technology is relatively mature.

At present, Internet access, DirecTV and Echostar behind cable companies. According to the National Cable and Telecommunications Association president Robert Sachs, the United States has 12 million users of high-speed cable Internet services, accounting for 80-85% of cable television subscribers, and each user will have 40 to 60 dollars a month the revenue.

Cable companies believe they are in video-on-demand services have advantages that viewers can watch at any time watching programs on demand, viewers can be as remote control video playback control, as players progress at will. In fact, these programs stored in the cable TV server. Comcast Corporation to provide 1,000 hours of on-demand services, collection 9. 45-14. 95 US dollars from the cost.

Satellite television gives a different answer: vigorously promote the personal digital video recorder, allowing consumers to record hours of programming, and then use remote control player. In fact, British Sky Broadcasting s service has allowed the television audience on the screen in the free browser news on the weather and the letter pages. Personal digital video recorder technology is also Murdoch television shopping infrastructure.

Cable TV re-invented. This evaluation is not an exaggeration. The development not only for the cable television audience a brand new program content, but also the television industry s business model. Prosperity former cable, wireless radio and television network s main income comes from advertising, advertising subsidies to the content produced. Operating pattern of public entertainment and the popular press to attract more viewers, then sold to the attention of the audience advertisers. After the invention of cable technology, significantly increasing transmission channels to specific programs targeting audiences only market. Therefore, we can see that movie channels HBO, CNN news channel, historical and other professional programs.

Today, satellite and cable is another re-invention of television competition. The curtain has just began, a series of brilliant plays will be staged.

News Corp distribution in the United States, Canada, continental Europe, Britain, Australia, Latin America and the Pacific region, including the business of film and television program production and distribution, television, satellite and cable broadcasting, newspapers, magazines, book publishing, advertising and promotional film production and the issue of digital broadcasting, conditional access technology and pay television subscriber management system, and on-line the production of the program. Overall, News Corp six continents in the world in addition to music from all the major media industries.

In 1972, the Federal Communications Commission adopted an open skies policy, allowing most of the technical and financial clearance companies launch communications satellite. The results, developed a lot of transmitting television signals channels Since then, the satellite transmission not only of the national radio and television programs, but also transmitting cable television signal. Earlier, the majority of signals is open. Results of individuals butterfly antenna to receive satellite signals in the business very profitable. Despite the initial high cost, particularly in remote areas without cable television, installed antenna, which can be watched cable programs also do not have to pay.

Theft once obstacles to the development of satellite TV. Later, the development of the jamming signal acceptable technologies, and to lift the interference must be paid. Direct broadcasting satellite benefited from the success of the high-end satellite. Through this satellite, a digital signal in the form of launch, as long as 18 inches of the antenna can be acceptable, not only increased the transmission capacity, but also to prevent theft. The first license in 1980 issued. The mid-1990s, DirecTV USSB, The Dish Network and Primestar, the program will be successful combination with the successful combination of Guardian Road.

Murdoch to the United States Federal Communications Commission commitments:

1.n

MVPD to provide exclusive, but strict compliance with the principle of access to non-discriminatory terms to all MVPD provided.

2. News Corp and its DirecTV will not be an unrelated program providers implement discriminatory policies.
3. DIRECTV not exclusive to any one player to reach agreement.
4. Free media holding News Corp. 18% of the non-voting shares, the acquisition is completed, the free media and DirecTV would apply to the relationship between the interests of the association rules.
5. DirecTV will continue to confrontation with other projects suppliers.
6. News Corp. and DirecTV would not affect the programs of the copyright holder to sell non-program related MVPD decision. Does not affect prices, terms.

### About the Author

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