

[REDACTED]

Van: [REDACTED]@icloud.com>
Verzonden: donderdag 8 november 2018 16:48
Aan: [REDACTED]
CC: [REDACTED]
Onderwerp: Dummy application
Bijlagen: information for licenses and exemptions.xlsx; 009801_Deed_of_Incororation.pdf; Updated Statutes Discovery Communications Benelux B.V._1402798_1.PDF; uittreksel_handelsregister_33295591.pdf; Dummy application letter.pdf

Dear [REDACTED]

As discussed before and just now on the phone with [REDACTED] we hereby submit a dummy application for some licenses and exemptions, to be discussed next Thursday at 13 at the CVDM.

Please find attached the following documents:

- Dummy application letter (as discussed earlier unsigned);
- Excelsheet with information for licenses and exemptions;
- Certificate of registration in the register of companies of the Dutch Chamber of Commerce for Discovery Communications Benelux B.V.;
- Statutes of establishment of Discovery Communications Benelux B.V.;
- Updated statutes of Discovery Communications Benelux B.V. 2015.

All the information in and attached to this e-mail should be regarded as sensitive and confidential business information.

We see you next Thursday!

Best, [REDACTED]

Sensitive and confidential business information

Dear Sir/Madam,

Permission

On behalf of Discovery Communications Benelux B.V., a commercial audiovisual media service provider established in the Netherlands, we would like to apply for **permission** from the Commissariaat voor de Media (CvDM), pursuant to article 3.1, paragraph 1, of the Media Act 2008, to provide per 30th of March 2019 commercial television broadcasting services under the names and its different language versions as specified in the attached document.

Exemptions

We would also like to apply for several exemptions from the required minimum percentage of original Dutch or Frysian works, as laid down in article 3.24, paragraph 1, of the Media Act 2008, and for several exemption from the required minimum percentage of original European works, as laid down in article 3.20, paragraph 1, of the Media Act.

Unless no exemption is required, the grounds for exemptions have been specified per channel. Grounds are equal to those mentioned in the Policy Rules of the CvDM on Program Quota, as applied by the CvDM in its decisions.

Discovery Communications Benelux B.V.

Discovery Communications Benelux is a Private Limited Liability Company, located at Kraanspoor 32, 1033 SE, in Amsterdam. It is registered at the Netherlands Chamber of Commerce under registration number 33295591.

From 30th of March 2019 Discovery Communications Benelux B.V. will be the broadcaster exercising editorial responsibility for the media services as described in the attached document.

For further corporate information please find attached the following documents:

- Certificate of registration in the register of companies of the Dutch Chamber of Commerce for Discovery Communications Benelux B.V.;
- Statutes of establishment of Discovery Communications Benelux B.V.;
- Updated statutes of Discovery Communications Benelux B.V. 2015.

We are willing to answer all questions regarding this application.

Yours sincerely,
Discovery Communications Benelux B.V

[AS DISCUSSED DUMMY IS UNSIGNED]

Amsterdam 8th November

Sensitive and confidential business information

[REDACTED]

Van: [REDACTED]
Verzonden: woensdag 14 november 2018 15:46
Aan: [REDACTED]
CC: [REDACTED]
Onderwerp: FW: Dummy-aanvraag DC

Hi [REDACTED]

Zojuist heb ik met [REDACTED] de dummy-aanvraag van DC besproken en wij kwamen tot de volgende bevindingen.

[REDACTED]
[REDACTED]

1. [REDACTED]
[REDACTED]
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[REDACTED]
[REDACTED]
[REDACTED]

Groet,
[REDACTED]

Met vriendelijke groet,

[REDACTED]
Adviseur Onderzoek & Toegang

Commissariaat voor de Media
Hoge Naarderweg 78, 1217 AH Hilversum

T [REDACTED]
[REDACTED]@cvdm.nl, www.cvdm.nl

Aan dit bericht kunnen geen rechten worden ontleend

COMMISSARIAAT VOOR DE MEDIA

Van: [REDACTED]@icloud.com>
Verzonden: woensdag 28 november 2018 09:08
Aan: [REDACTED]
CC: [REDACTED]
Onderwerp: Dummy II
Bijlagen: Dummy application letter II.pdf; uittreksel_handelsregister_33295591.pdf; 009801_Deed_of_Incorporation.pdf; Updated Statutes Discovery Communications Benelux B.V._1402798_1.PDF; Information for licenses and exemptions dummy II.xlsx; Appendix European Works.pdf

Dear [REDACTED]

Please find attached the following documents:

- Dummy application letter II;
- Excel sheet Information for licenses and exemptions dummy II;
- Appendix European Works;
- Certificate of registration in the register of companies of the Dutch Chamber of Commerce for Discovery Communications Benelux B.V.;
- Statutes of establishment of Discovery Communications Benelux B.V.;
- Updated statutes of Discovery Communications Benelux B.V. 2015.

Please note that we are sending this email and all attachments to you strictly on a private and confidential basis as they contain sensitive business information.

It would be great if you could provide us feedback as soon as possible. If you have any questions in the meantime, feel free to call.

Thanks, [REDACTED]

Sensitive and confidential business information

Dear Sir/Madam,

Permission

On behalf of Discovery Communications Benelux B.V., a commercial audiovisual media service provider established in the Netherlands, we would like to apply for **permission** from the Commissariaat voor de Media (CVDM), pursuant to article 3.1, paragraph 1, of the Media Act 2008, to provide per 30th of March 2019 commercial television broadcasting services under the names and its different language versions as specified in the attached document.

Exemptions

We would also like to apply for several exemptions from the required minimum percentage of original Dutch or Frysian works, as laid down in article 3.24, paragraph 1, of the Media Act 2008, and for several exemptions from the required minimum percentage of original European works, as laid down in article 3.20, paragraph 1, of the Media Act.

Unless no exemption is required, the grounds for exemptions have been specified per channel in the attached document. Grounds are equal to those mentioned in the Policy Rules of the CVDM on Program Quota, as applied by the CVDM in its decisions. If applicable, a more extensive substantiation can be found in the appendix for either Dutch/Frysian or European original works.

Discovery Communications Benelux B.V.

Discovery Communications Benelux is a Private Limited Liability Company, located at Kraanspoor 32, 1033 SE, in Amsterdam. It is registered at the Netherlands Chamber of Commerce under registration number 33295591.

From 30th of March 2019 Discovery Communications Benelux B.V. will be the broadcaster exercising editorial responsibility for the media services as described in the attached document. From the 30th onwards all editorial decisions for these media services will be taken at the head office's address.

For further corporate information please find attached the following documents:

- Certificate of registration in the register of companies of the Dutch Chamber of Commerce for Discovery Communications Benelux B.V.;
- Statutes of establishment of Discovery Communications Benelux B.V.;
- Updated statutes of Discovery Communications Benelux B.V. 2015.

Ofcom

Discovery Corporate Services Limited is currently the Ofcom licensee for the services where the licence number is indicated in the attached document. We will ensure that those licenses are surrendered in time. We are currently aiming for the 29th March 2019 end of day, one day before the Dutch licenses should come into effect. We will inform Ofcom in time, to avoid cases of double licensing and jurisdiction.

Compliance

We are fully committed to comply with the complete Dutch regulatory framework regarding audiovisual media-services. As a consequence, we are in close contact with the CVDM, the Netherlands Institute for the Classification of Audiovisual Media (NICAM) and the Stichting Reclame Code (SRC). Also, Discovery has a clear set of compliance processes led by the Compliance team, and all relevant business groups are trained in the regulations. Discovery also has a team of trained coders that have completed the Kijkwijzer training.

Sensitive and confidential business information

Sensitive and confidential business information

We are willing to answer all questions regarding this application.

Yours sincerely,
Discovery Communications Benelux B.V

[AS DISCUSSED DUMMY IS UNSIGNED]

Amsterdam 29th November 2018

Sensitive and confidential business information

Sensitive and confidential business information

Appendix European Works

Par 1. Discovery Channel

This channel currently features a vast amount of typical American style series: these series are all situated in America in its typical landscapes and are about the lives of typical American families or people and their jobs, and about typical American products.

One example is "Fast N Loud" where motoring experts Richard Rawlings and Aaron Kaufman tour America, looking for old and abandoned cars that they can restore to glory in their garage in Dallas. Another example is "Alaskan Bush People", about a family who lives deep in the Alaskan wilderness and who were born wild. Billy Brown, his wife Ami and their seven grown children are so far removed from civilization that they refer to themselves as a wolf pack. Also featuring on the channel is "American Chopper", with Paul Tuetul and his son Paul Jr, a volatile father and son team who push the envelope of custom motorcycle design and fabrication.

These types of series are by nature hardly available as European original works. As a consequence of the current prominence of these American-style series, the 3-year average percentage on European works doesn't equal the set percentage in the Directive. Under Ofcom jurisdiction, inventory issues were accepted as a ground for not meeting the required percentage.

While Discovery is fully committed to increase this channel's performance in the future to meet its obligations within the new regulatory framework in the Netherlands, this will be a gradual process.

Par. II. ID Investigation Discovery

ID Discovery Channel is a so-called special interest channel that includes fiction and non-fiction documentary and docudrama programming relating to crime, forensic and paranormal investigations and the science behind them.

A typical example for the programming on this channel is "People Magazine Investigates", in which America's most popular weekly magazine, People, seeks to uncover the truth behind some of the country's most infamous characters and iconic stories of crime that transcended news and became part of popular culture. Another example is "American Murder Mystery", featuring stories of high-profile murders and murderers that shocked America and captured the imagination of the public. With expert testimony, interviews with those close to the case, and details from the trial.

Also featuring on this channel is "Murder Chose Me", in which homicide detective Rod Demery has a personal connection to crime, as his mother was murdered, and his brother is a murderer. For this reason, he became the best detective that Louisiana has ever seen with a remarkable success rate at solving cases.

These types of series are by nature hardly available as European original works. As a consequence of the current prominence of these American-style crime series, the 3-year average percentage on European works on this channel doesn't meet the set percentage in the Directive. Under Ofcom jurisdiction, inventory issues were accepted as a ground for not meeting the required percentage.

While Discovery is fully committed to increase this special interest channel's performance in the future to meet its obligations within the new regulatory framework in the Netherlands, this will be a gradual process.

Sensitive and confidential business information