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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.

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consumers and businesses in the United Kingdom.

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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

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