



SKY'S RESPONSE TO OFCOM'S CONSULTATION ON 'ACCESSIBILITY OF ON DEMAND PROGRAMME SERVICES'

This is the response of Sky UK Limited ("**Sky**") to Ofcom's consultation on 'Accessibility of On Demand Programme Services' ("**ODPS**"), dated 3 August 2016 ("**Consultation**").

- 1.1 Sky agrees with Ofcom's proposals to:
 - (a) Continue the practice previously adopted by ATVOD of using powers under section 368O of the Communications Act 2003 to request data;
 - (b) Request data on a twice-yearly basis, in line with the current requirement on television broadcasters;
 - (c) Request data in relation to each branded service, as opposed to the practice previously adopted by ATVOD of requesting data for a given ODPS (which could comprise the total of all on demand content offered by that service provider, across numerous branded services); and
 - (d) Publish collected data on a biannual basis.
- 1.2 Sky notes that it has already dedicated resources to developing an internal reporting tool for reporting data in relation to each of its main branded services (i.e. Sky TV, Sky Go, Now TV and Sky Store). Sky is also exploring whether there is additional data (or ways of presenting data) that it could provide which would be helpful for consumers in making choices and for Ofcom in assessing progress.
- 1.3 Sky also agrees with Ofcom's plans in relation to the promotion of European works on ODPS, as set out by Ofcom in Section 5 of the Consultation.

Sky

October 2016