

Name and title under which you would like this response to appear:

No to Picnic on freeview

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep name/contact details/job title confidential

If you want part of your response kept confidential, which parts?:

Ofcom may publish a response summary:

Yes

I confirm that I have read the declaration:

Yes

Ofcom should only publish this response after the consultation has ended:

You may publish my response on receipt

Question 1: To what extent do you consider that DTT, DSat, cable and IPTV are in competition with one another for subscribers of pay TV services ? either at present or in the future?:

Highly, this is an attempt to confuse users about freeview and remove valuable bandwidth for free to ait channels.

The long term aim of this initiative is to remove competition to the public by crippling freeview.

Question 2: To what extent do you consider the Proposal is likely to deliver benefits to the consumer?:

None, It is an attempt by sky to cripple freeview which provides competition to sky on multi channel tv.

Question 3: To what extent do you consider that there is scope for sustainable competition in pay TV on the DTT platform and, more broadly, across all pay TV platforms?:

Freeview has limited bandwidth, there is already a pay TV option on freeview.

Question 4:What are likely to be the key aspects of competition between providers of retail pay TV services on the DTT platform? E.g. what is the role of premium sports and movies content?:

There is a place for them and they are disquietly served by satellite delivery.

Question 5:Do you consider that if Sky were to become the only provider of pay TV on the DTT platform it would be likely to have a significant detrimental effect on competition in the long term? How might this affect the development of other platforms for the delivery of pay TV services?:

Yes, Sky has a history of not providing an open system to other companies. On satellite the EPG should not owned by a company that is not a provider of services.

Question 6:To what extent, if at all, do you consider that the Proposal would be likely to lead to any of the public policy concerns outlined at Section 4?:

None

Question 7:Specifically, to what extent do you consider that the Proposal would be likely to lead to consumer confusion?:

High, the freeview brand is associated with free to air services. Picnic from sky will confuse the public particularly in the run up to switching of analogue signals.

Question 8:To what extent do you consider that it is beneficial for consumers to be able to obtain Sky and existing DTT pay TV content without having to purchase separate STBs?:

High

Question 9:Do you consider that the Proposal might lead to any additional public policy concerns:

Yes,
there is a need to split the EPG ownership from companies that provide content. The EPG should be owned by an independent company registered in the UK who does not supply any content.

Question 10:If Sky becoming the only provider of pay TV services on the DTT platform were likely to have a significant detrimental effect on competition, do you consider that it is possible to address this through a set of additional conditions and/or directions? If so, what form should those conditions/directions take?:

No
Sky has a history of monopolistic practices.

Additional comments:

This would be very bad for freeview if Picnic or similar offering from sky where allowed. Sky is too dominant in the pay TV market, and seeks to stifle the free to air market. Sky has already confused the freesat arena with freesat from sky.