

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

Anonymous 116

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?:

I believe that DTT at present mainly provides a multi-channel alternative to pay tv for consumers who do not wish to pay or cannot pay monthly subscription for cable & satellite services.

The future of pay TV DTT will depend how much space is allocated to TV after digital switch over.

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

Although more additional movie & sport content may be welcome for some consumers ,by requiring special receiving equipment rather than simply a cam add-on this will restrict consumer choice of hardware & remove viewing choice for a larger number of consumers by removing the existing channels.

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?:

The DTT spectrum currently available is too limited to provide significant pay TV service when compared to the almost unlimited space on Sat & Cable.

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?:

Sky is likely to quickly dominate the DTT platform if this proposal goes ahead.

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?:

If Sky became the only pay tv provider on DTT then they would quickly adopt the same pricing model for DTT

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?:

Sky's DTT offering is likely to offer much poorer value than the satellite equivalent.

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

The strength of the Sky brand may lead consumers to think that a Sky subscription is the only way to get digital TV

By forcing consumers to use specific equipment it will further fragment use of the available spectrum.

Given that the "Top up TV" consortium have already gone down the route of forcing use of specific hardware Sky's effort will cause more confusion until there is an eventual platform winner which is likely to be Sky

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?:

The current trio of free channels provided by Sky on DTT provides value to ALL consumers of the platform regardless of their hardware choice & should remain without subscription.

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

Sky is likely to market the new service as "SKY+ through your aerial" make it appear that it is the only method of obtaining digital TV

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?:

I do not believe this could be addressed through conditions or directions.

Additional comments:

The DTT spectrum is a limited resource (in particular if the spectrum is auctioned off after switch over) which if Sky is allowed to bring it's brand & subscription model it is likely eventually take over existing channels & quickly dominate the DTT whole platform leaving consumers no choice from subscription.