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

Anonymous 130

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?:

Dsat is obviously the major player and the established technology, unlike IPTV. The regionalness of cable and the problem with upgrading aerials etc for DTT means that it is Sky against the others largely. It also has the major player in digital TV production so the other platforms have to buy in programs and channels from them or look weak in the lineup.
In the future as IPTV becomes better and more widespread and when DTT transmission becomes better when the power is increased following DSO means that Sky may come under more competition, however the issue of supply and broadcast still restricts that competition.

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

I feel that there are very few people who cannot receive DTV via other means who will be willing to pay for Sky TV pay channels over DTT. The name Freeview and the deterioration with too many shopping channels, +1 channels, too many repeats and lack of frequency space mean that the consumer who wants pay TV can simply be offered to pay for the other platforms instead and Freeview remain largely free, rather than some free, but not much. The choice within the name is clear.

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?:

I believe that with the DSO the majority platform should be kept as free as possible to offer as much choice within the platform, rather than limiting that choice by the ability to pay for a monthly fee.
The 4 platforms would compete much more freely if they all had to pay for Sky's TV production, or anotherwords break up Sky's production from its Dsat transmission.

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?:

That those that can bid and win the big draw programs can then dominate the market which is what is happening with Sky at present, although mitigated by use of the rate card.

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?:

I feel that the move to a change of encryption and encoding would confuse the market further during a period where stabiltiy is sorely needed. This may in turn lead to Sky DTT where access is controlled by Sky or the boxes that they then supply could lead to a slow death of the older MPG2 encoding to MPG4. While I don't mind that in the longer term, people are investing a significant amount on buying these boxes and TV's that may soon become obsolete.
The longer term take up of DTT may well restrict growth of cable and/or IPTV if the same channels are available on DTT, and then both DTT and Dsat will largely be controlled by a single company.

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?:

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

The name freeview has been marketed on buy a box and plug it in, rather than buy a box, then subscribe and pay someone to get half the channels (and most of the more entertaining ones, including possibly HD channels)
It shouldn't happen.

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 choice to get Dsat, or DTT is largely going to be redundant while new TV's have DTT receivers inbuilt. If someone wishes to have Sky then that is their choice, but again, the cut down DTT version Sky wishes to start will be an introduction to get consumers onto their Dsat service.

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

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?:

As I mentioned before, if Sky programs are available on all of the channels then the production side should be split from the distribution side to avoid conflicts.
If the decision to use MPEG4 encoding is given Sky should be made to make their boxes available to all users at a low price, and the functionality should be still available if they choose to stop subscribing

Additional comments: