

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

Anonymous 153

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:

Yes

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 don't believe DTT is in competition now or in the future with DSAT, CABLE or IPTV. DTT is a replacement for Analogue Terrestrial TV whilst a pay TV services element should be part of DTT (something like the french model)

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

no benefits are likely, just a further complication to confuse people and add to number of boxes stored under the 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?:

There is no scope for direct sustainable competition on DTT, the simplest model would be to have a gate keeper providing encryption and marketing of a selection of basic pay TV channels on DTT.

DTT cannot and will not ever be able to compete with DSAT/cable and IPTV due to a lack of bandwidth

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?:

Access to Premium sports and movies would be a nice addition for DTT but only if the price point was correct, other than sky no one else provides a premium movies service and setanta only a limited premium sports content due to EU rules

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 become the sole provider of Pay TV on DTT, they would limit competition and eventually become a monopoly like on DSAT

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?:

Very likely to lead to confusion, multiple STB's, people asking why they only get some channels on one box and not another etc

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?:

It would limit confusion and be more energy efficient if all pay TV services on DTT used one type of encryption

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

Sky (News international) having far to dominant position in UK media industry, could limit the growth or other services like Virgin Media, or new IPTV systems

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?:

Sky's largest shareholder News international having far to dominant position in UK with newspapers, ISP (IPTV), DSAT, DTT all under being pushed by them others in the media industry, could find it limits their growth or having continual attempts to undermine them like Virgin Media. disrupt potetial new IPTV services by binding them to long expensive contracts.

Additional comments: