

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

Anonymous 168

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?:

DTT subscription services will suffer if Sky succeed in introducing a proprietary encryption system that makes it more complicated for a viewer to receive Setanta for example via DTT.

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

Minimally - only those who cannot get access to BSkyB services via dish or cable will benefit, and everyone else who uses Freeview loses bandwidth.

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?:

Competition could flourish if an open encryption service was used - however, I personally don't think subscription content should be allowed to exceed anything more than a small percentage of all DTT output.

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?:

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?:

Absolutely - Setanta have only just managed to break the Sky stranglehold on live Premiership football, and they are the first to make it available via DTT. If Sky were the only provider, Setanta's position would be unsustainable.

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?:

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?:

Extremely beneficial, but experience with Setanta tells me that few STBs are equipped for pay TV currently anyway.

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?:

Additional comments: