

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

Anonymous 17

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?:

DTT has the potential of being the biggest winner as after switchover it will be in pretty much everybody's home. The service the competition will weaken is most likely to be that of the weakest technology or lack of wide appeal. Top Up TV may suffer as they are not widely publicised - would not sky be better to help them develop their platform?

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

It may well be similar to the case of the old Betamax v VHS scenario. However, I would recommend at this early stage ofcom need to encourage a consistent technology across all pay services on dtt, but also the best one. It sounds to me that sky's proposal may well be a better technology than that of top-up tv. Ofcom need to decide which technology is most beneficial to the platform and perhaps encourage all services to use the same!

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 reason if sky's dtt pay service & the existing top up tv services used the same decoding & mpeg formats that each other's box could subscribe to both services, is there? That would produce a healthy competition without the confusion of customers having to upgrade to a different box everytime.

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?:

confusion if different box is needed for each service.

a choice of premium sports, movies and entertainment may be good, however some services may offer similar services so to have many providers may not work on a single platform perhaps? DSAT had two when it started, now there's just sky! Perhaps SKy have set their sights on purchasing top-up tv at a later stage!?!?

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?:

perhaps, although if anyone can develop a quality service for the dtt platform sky will probably be very effective.

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?:

Freeview is a good service, it would be sad if it lost the sky channels completely, should not sky keep at least one channel on freeview other than news.

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

Sky dominance, Top-up Tv lack of publicity will probably suffer unless they provide a much wider publicity programme.

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 important, consistency in standard for pay tv on dtt is important.

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

public service broadcasting may suffer

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?:

standardising the dtt technology for free & pay tv, ensuring the best technology is used so as to 'future proof' for making best use of space and future services.

Additional comments: