

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

Anonymous 180

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 do not consider that they are in competition. The customer is able to choose whether he wishes to watch channel or not. There is sufficient bandwidth to enable all parties to participate on the same platforms.

Sky is required to carry the FTA channels on its satellite broadcast and it is perfectly reasonable for the reverse to happen

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

It will enable consumers who are unable to receive Sky to benefit from the premium channels that Sky will make available to subscribers

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 UK consumer is watching more and more television. This is not going to stop. The only issue will be that the advertising revenue is going to be split between the 2 platforms. This will undoubtedly upset the terrestrial players, however competition is always good.

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?:

it is permissible for any broadcaster to secure the rights for any fixture as long as this is made available to all of the population. At present there is a large number of people who cannot receive Sky and are therefore disenfranchised.

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 do not think that Sky should be the only Pay-TV provider. This would be detrimental and remove competition. The platform should be available for other people to broadcast content, encrypted or otherwise

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?:

it is possible that some people will not read the benefits of the different platforms and they will not understand the differences. This must be addressed by training of the staff in the shops where the equipment is sold

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?:

I see no advantage to this, or disadvantage

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

no

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?:

if sky became the sole provider then it would not be easy to control the broadcasting. The proposal must be amended to ensure that other players are able to broadcast PayTV on the DTT platform.

Additional comments: