

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

Anonymous 181

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?:

Sentana, Top Up TV, Virgin, SKY and BT already offer enough choice which the consumers pay for. They all compete to provide the cheapest and most extensive packages they can.

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

It won't. If I wanted the products Sky are offering I would subscribe to a pay package already available. Instead they will hog the spectrum and operate against the ethos of DTT which should remain free and in keeping with PSB.

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 big players who have the money already provide enough opportunity for the consumer to have a choice. (Sky, Virgin)

There is only a limited amount of money in the economy and peoples pockets to sustain competition. No one is offering anything new or exclusive. The contents gets moved about and ends up on ITV/BBC anyway.

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?:

To provide a up to date access to films and events not available elsewhere at a premium to an audience wanting them.

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?:

Yes. They would buy up rights to major sporting events and allow access at a cost. e.g, cricket on c4 saw viewing figures rise and started to be exciting and generate a buzz. Sky made cricket take a step backwards.

Again cost of such events might be to expensive for other providers thus setting up a sporting events monopoly.

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?:

DTT is seen as free tv and can be accessed by all. It is a slow erosion towards total payment tv as with sky tv. It is a choice and that choice will be denied to some who cannot afford it. Also the name implies free tv - freeview allowing this to happen consues the idea.

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

Answer as question 6. The idea of a free service becoming a pay service. Sky already have enogh power.

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?:

None. As before if I wanted pay tv I'd get sky which is available all over the country.

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

Yes sky's further monopolising of tv and media.

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?:

Why impose a limit on sky when you could access the content via normal sky tv.

Additional comments: