

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

Anonymous 186

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?:

They are in direct 100% competition with each other. DTT has the ability to take consumers away from pay cable/Dsat services, and in the current landscape where set top boxes are the prevalent method for receiving DTT, consumers tend to choose between either purchasing a set top box OR upgrading to a satellite service. Even once televisions are no longer sold without digital receivers the cable/DSat model relies on taking people away from the DTT platform onto their pay platform, which duplicates channels available on DTT.

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

I do not see any benefit to the consumer in the above proposals. It involves taking away choice and replacing it with a pay service. You cannot get a more negative move. Also, if a different encryption signal not compatible with TopupTV is used, then Sky have the opportunity to launch an entirely superfluous "sky DTT" service. This will not provide any net gain over their already existing satellite service and will

make DTT appear as the poor man of broadcasting services. This proposal strikes me as entirely malicious.

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?:

I think as long as open source, entirely transparent and common encryption services/protocols (e.g TopupTV) are used then there is plenty of scope for sustainable competition. This does, however rely on more multiplex bandwidth becoming available, in order to carry a greater variety of channels.

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?:

Premium sports & movie content make up almost 100% of the key aspects of competition. I have to be honest and state that I am against subscription based systems preferring instead advertising revenue funded media.

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, it would be enormously detrimental in the long term. Forcing the consumer into buying yet another set top box at a point in the future where Freeview is integrated into televisions is technological suicide.

Furthermore, Sky is a big corporation that will be able to effectively shut out any competition it sees fit. A multitude of smaller providers, with a common distribution system is the way forward.

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?:

I think that it is inevitable that many of the concerns will prove justified. Particularly that of a general migration toward pay services (in para 4.5) and technical incompatibilities and issues arising from the adoption of MPEG4 standards (para 4.10).

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

DTT is, on the main marketed under "Freeview". If a consumer wants to access premium content on DTT, they have to have a special "TopupTV" box. If they have

this box, yet want sky they will need a third "SkyDTT box". If sky decides to change standards fuhrer, on a whim, yet another box will need to be bought. The consumer will give up with freeview all together an go to a Sky satellite service. Freeview will wither and die and Sky will be happy.

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?:

The benefits are so startlingly clear as to almost not warrant a response. If a consumer must buy yet anoter STB, they may as well get a Sky satellite service, which is heavily subsidied by Sky.

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?:

Sky must be made to use already available, open standards available to all broadcasters (e.g TopupTV). Sky must be made to provide some free content in line with what they already do (i.e. Sky news, Sky3). Sky must never be able to hold more than 30% of all pay services on DTT.

Additional comments: