

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

Anonymous 3

Representing:

Self

What do you want Ofcom to keep confidential?:

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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?:

Some services compliment each other (eg. DTT in the bedroom, IPTV in the living room) but they should be regarded largely as competition, because there are only so many black boxes that people will tolerate in their homes.

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

No benefits at all, only confusion, yet another "black box", and the loss of the prestigious Sky News and Sky Sports News from the Freeview platform.

The "Picnic" service does not add any extra to the viewing experience. In fact, we've been here before to an extent, when Sky's channels were available on the defunct "On Digital"/"ITV Digital" service.

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?:

Top Up TV does not appear to have made major in-roads into the pay TV market.

On Digital and ITV Digital were failures. If people want pay TV, they will purchase Sky or Cable TV.

Freeview is a simple, uncomplicated concept that is slowly being eroded by pay TV broadcasters wanting to grab a slice of market share. In the long-term, this is a very very bad move for the public and will only lead to confusion.

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 is a major take-up driver, as BT Vision has proved recently. Although there has to be enough rights secured for this to be a success.

Movies are not a driver and face the threat of extinction within the next 5-10 years as online downloading (illegal or legal) becomes more widespread.

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?:

There is already a threat to "Top Up TV" if Sky were to provide pay TV on the DTT platform. Because the two systems use different technology, only one provider would be successful in the long term.

Longer term, I am convinced that Top Up TV would almost certainly go bust, as BSkyB would use its market dominance and expert marketing to confuse the public into buying into their pay TV system for DTT.

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 don't understand why SAGEM has been selected as a manufacturer for the service, when Sky has already bought Amstrad.

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

There would be massive confusion. This is yet another system, yet another box to purchase, incompatible with the existing pay TV service on DTT.

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?:

Negligible. If people want Sky, they will purchase the existing version - not a cut-down "poor man's" version.

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

The service would be promoted as one which is Sky's and nothing to do with Freeview. I'm concerned that they could quite easily not even mention Freeview in the marketing of the product.

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?:

The service must be technically compatible with the existing technology already in use on the pay TV part of the Freeview platform to give consumers a choice on which provider they would prefer to subscribe to (via another card slot perhaps?)

Additional comments:

Personally, I think there should be regulation in place which prevents ANY form of pay TV on the DTT platform.

It should be free-to-air for the foreseeable future.