

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

Anonymous 38

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 think that the DTT platform is distinct from digital satellite and cable in terms of pay tv - i believe that if people could get satellite or cable for their pay tv needs then they would go this route, because there is more content available.

However many people cannot get satellite or cable, so a pay TV option through DTT from Sky would be desirable for these people.

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

It will benefit people who would like to get the pay TV channels supplied by Sky, but are prevented from doing so via satellite or cable routes.

It will benefit the DTT platform by offering premium content, such as football and movies which hasn't previously been available.

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?:

Currently TopUpTV has a monopoly in pay TV on DTT. I feel this is actually not a good situation. I believe that by allowing Sky to offer pay TV as well it will introduce healthy competition. I believe Sky has said that it will not restrict manufacturers of its picnic boxes from excluding topup tv - so we should get boxes capable of getting both top up tv and skys pay tv - giving consumers more choice.

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?:

I think sports and movies will be the main aspects of competition. Top up TV already offer premium sports content (but not movies) so skys offering would complement this nicely.

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 don't believe that sky would be the only provider - in fact top up tv have a massive head start - using technology from the old on digital service, and having many boxes already sold and on sale.

If sky was the only provider I don't believe it would have a detrimental effect on competition, as sky operate a fair system on satellite for allowing other channels onto their system.

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 think the proposal would lead to any concerns - in fact i think it would be a great addition to the DTT platform.

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

I don't believe consumers would be confused. A lot of people would still buy their cheap freeview box and receive the free channels - just like they do at the moment. Those who want the pay tv will get the pay tv box, much like they do at the moment with top up tv.

Consumers are not confused at the moment - even though there is pay tv available via top up tv.

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 believe that people who want pay tv would get pay tv boxes - therefore they wouldn't purchase a standard freeview box.

I like the idea that the sky pay tv box could potentially offer broadband as well - this would encourage internet take up in the country.

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?:

i don't believe there would be a detrimental effect.

Additional comments:

I think that this proposal from Sky is a great addition to the DTT platform.

There are lots of people (renters / people in certain properties / students, etc.) who cannot get satellite or cable Pay TV but who would like to get channels such as Sky One, Sky Movies and Sky Sports. This proposal would make these channels available. If people don't want the pay tv, they are still able to buy a freeview box and receive the free channels - so i cannot see a problem with that - indeed this proposal seems to me to be adding to the DTT offering not taking away from it.

I would recommend that Ofcom allow this proposal.