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

Anonymous 40

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?:

The two front-running Pay TV services are Cable (Virgin) and DSat (BSkyB). This is because they have the Spectrum \ bandwidth necessary to provide comprehensive multi-channel offerings.

DTT cannot compete with Cable or DSat for Pay TV simply because there are severe limitations on the Spectrum (Read bandwidth) available, and hence the number and quality of channels potentially available.

IPTV is crippled as a reliable Pay TV delivery option in the UK by poor-quality Broadband Infrastrucure. The much-hyped 8MBs (pretty poor by developed world standards) is generally below 2MBs and much less in rural and\or heavily contested areas. Bandwidth throttling by ISPs exacurbates this already poor situiation.

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

I can see no benefits to the consumer in allowing BSkyB opportunities further to colonise FreeView.

Presumably it wants to change its offer because its current appaling Free offerings are not attracting sufficient advertising. I can also see Setanta nibbling at its DSat business.

This is just a cynical ploy by BSkyB to nip competition in the Bud.

I'd rather see NO Sky channels on Freeview. The Spectrum could them be used for HD transmissions by other broadcasters.

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?:

Pay TV is heavily content-dependent. People will generally pay for Sport and Movie content.

BSkyB has "locked-down" much of the sporting content, and built its business model on that.

Competition from current terrestial broadcasters is such that in general News and "Made for TV" content must be free (at the point of delivery!).
The current Licence Fee and Advertising supported models diminish the possibility of competition from Pay TV for most "made for TV" programming. This is good.

BSkyB produces virtually NO original content outside Sport.

There is substantial potential for competition in Pay TV if the sports content were available. The same applies to HD Movie 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?:

In the context of Licence and Advertisement funded "Free" TV being available; the ONLY area of genuine competition lies in Sports, Live Events and movies.

At present BSkyB and the Cable company have the best delivery mechanism for this type of material, as DTT suffers poor reception \ quality in many areas, and IPTV is non-viable owing to infrastructure limitations.

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 I consider that Sky having a defacto monopoly of UK PayTV would be highly detrimental.

Already we are seeing a reluctance by supposed competitors to invest in delivery. Your own report into the UK's Fibre Infrastructure (or lack of it) suggests that partially because of the entrenched position of Sky, IPTV would struggle, even though it is a technically superior platform.

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?:

If Sky enters the DTT Pay TV market it will inevitably weaken other players. Its already dominant market penetration will allow it to undercut existing or potential competitors.

Sky's insistence on using incompatible (with existing DTT Pay TV) technologies may well influence manufacturers and customers towards Sky-specific technology cutting-out competitors.

I forsee a STRONG possibility that Sky would push this as a stepping-stone to BSkyB DSat TV. They could offer all kinds of "Upgrade" deals etc...

I think the stong possibility of Sky's becoming the de facto single supplier of Pay TV is a matter of GRAVE concern.

The consequent reduction in competition between TV channels to acquire content like Sports & Movies (and possibly Made fot TV)

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

I don't think there would be much "confusion".

We "consumers" are a lot cleverer than Advertisers, or even "regulators" think we are!

Having said that, this proposal potentially adds to the proliferation of "Gadgets" so typically we might now have yet anothet Remote Controller for the Sky Pay TV Box as well as the Freeview one.

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?:

Highly desirable that Sky are forced to adopt the current standard.

The proliferation of wires, boxes, remote controls and additional power leads and extension cables that multiple STB's brings is unsightly, dangerous and annoying!

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

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?:

Regulation has proven itself pretty ineffectual in other realms (Telecoms, FSA etc).

Generally an "incumbent" will manage to operate in such a way as to maximise advantage and minimise compliance, whilst never quite pushing the regulator into action that would be detrimental.

Additional comments:

I want to see MORE competition in Broadcasting not less.

BSkyB completely controls the UK DSat delivery paltform. It is highly udesirable that they gain too strong a presence in DTT.