

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

Anonymous 42

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 would say that DSat and cable have definite competition with each other (and IPTV services as well in the future if it takes off), however, DTT is a completely different ball game. The overwhelming majority of people who have freeview - which is its name - not 'DTT', no doubt used to try and hide the fact the whole point of freeview was that it was ment to be free! Anyway, that's that. We have paid for channels on freeview now anyway, that hardly anybody pays for as Top-up tv and Setanta are such a complete waste of time.

Freeview was supposed to be free, so stop filling it with paid-for tv services! Come the digital switch-over, consumers have a right to tv they don't have to pay a premium for - that surely is freeview! If people want paid-for tv, they can get Sky, cable... or even freesat in the future - something that will porbably become completely littered with pay-per-view porn trash!

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

Not at all! Firstly, Sky want to broadcast this service using a system not compatible with most set-top boxes people have today. This will mean that 99% of people will simply lose 3 channels - with no benefit at all! If Sky don't want to give their channels away free, then they should sell the bandwidth to somebody else!

I would have said it is OBVIOUS, that this is an attempt by Sky to simply make more money! There is absolutely no concern for benefiting the consumer whatsoever!

If you are

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?:

No chance whatsoever! FREEview... (as that is its NAME!) is supposed to be FREE!! More pay-tv services on freeview are only going to confuse and mislead the already confused consumer!

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?:

Programming... and yes Sky has got all the rights to the newer (although not necessarily the better) programming, so it will most probably crush the likes of Setanta and Top-up tv, that are already wobbling.

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... Skys takeover of freeview looms... Let's face it Top-up tv is going to go bust soon - nobody watches it! Sky probably are well aware of this and want to get in there - ready to steal the few people that are crazy enough to pay £10 a month for a couple of channels (when you consider how many are ever on air at one time!), when the same money would get them hundreds on the cable or satellite system. An extreme few are in a position where they can't receive one or the other, so let's just leave pay-for services to them!

In the long-term Sky will continue to bat out of term and try everything they can to stuff everyone and everything they ever meet... and I quite like the services Sky offers! You don't have to be a genius to see that they are set for world domination though!

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?:

It will cause no-end of problems. It will definitely knock the governments plan to move everyone over for six! Sky will no-doubt have a major advertising campaign - many people will interpret this as freeview now being a paid-for, subscription based platform. Even the people who understand that the Sky element will be in effect an add-on package, will probably avoid freeview because of the possible pressure that will be put on them to pay for sky services, or just through total confusion about what is free etc. Essentially, Sky could inedvertantly hold DSO up by a few years!

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

I think I kind of answered this one above. I think it is confusing enough as it is to be honest with Setanta and Top-up tv - many people think freeview has become a subscription service - Sky's presence will only confuse peopel further.

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?:

VITAL! If I want Top-up tv and Sky, I will have to have two seperate boxes. This wont bother a lot of people however, as many will probably just switch to Sky, who have the familiar branding. Again, Top-up tv will be squashed entirely you can guarantee! Wouldn't that solve your problem!? Hey, Sky could even buy them out and sell the whole product on the same platform... total genius! (not!)

Sky should be told - whatever your decision that they are not allowed to use the higher compression system they want to use unless it is compatible with a specific percentage of boxes already used by consumers.

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

Yes. Obviously. Sky has got to big, everybody knows it! It's getting to the point where if they get any bigger and have any more control - they will control the world!

They have alreay bought a potentially illegal 1/5 stake in ITV... whatever next!? ITV will become pay-per-view!?!?

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 should be told to give their channels away free if they want to broadcast on a platform that is supposed to be free! Just tell them to make their money from advertising like all the other channels!

Sky could be allowed to make sports and movies subscription based - but make their ordinary programming available FTA. Freeview already has a worthy news channel. Fans of sports can get sports news from the internet or anywhere. Meaning there is one good channel - Sky 3 - we would lose. Get Sky to say, replace it with Sky 1 on a FTA basis, with Sports and Movies on a paid-for service, perhaps there is a consumer based solution?

Additional comments:

Don't let sky take away 3 half-decent channels and replace them with something the majority of consumers will never get any benefit from! The freeview platform just doesn't have the bandwidth for more paid tv services... even after DSO!

In any case, from the significantly increased advertising revenue they could generate from some good programs on FTA, they can probably negate the need to charge.