

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

Anonymous 43

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 consider DSat and Cable in competition with one another, however that of DTT vs DSat, they are to me separate. With the current situation, DTT (Freeview) should remain as it is, having one provider already using up space for pay services is quite enough.

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

I agree it will deliver a rival service to the current pay tv service, however the removal of the free services from the DTT platform to accommodate this will reduce choice to the freeview audience.

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 don't consider there to be a need for a rival pay TV service on DTT, one service is already enough, people will make the choice between the free service and other pay services themselves, offering another Pay TV alternative through their aerial won't make much difference. The main requirement for a rival service is when there is abundant capacity to do so without reducing further any services currently in place.

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 there is a place for premium sports and premium movies on DTT. However as described before, I do not think these services should be allowed to come in place of any current free services on the DTT platform. They should be treated as extras.

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?:

Sky already monopolise (in my honest opinion) DSat, allowing them to monopolise DTT too would be a huge mistake. Sky need more competition, they need a rival on the DSat format first, not just a competitor they can easily 'bully' like on other platforms.

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?:

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

I think the extra services can cause confusion on DTT between the "Freeview" and "Pay" services, one services is already enough. Having channels that cannot be viewed because you have to pay to do so on the freeview platform can, and does cause confusion.

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?:

If consumers are made to pay out yet again for another box to provide them yet another service, the situation is going to become laughable. People will have so many surplus set-top boxes in their homes they won't know what to do with them!

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

I think the main concern would be of sky monopolising yet another platform. Them monopolising DSat is bad enough allowing them to bind companys into encyription contracts costing millions to break out of, and reducing consumer choice.

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 condition would be that Sky could not bind any company to a encryption contract for any period longer than that of 3 months. The ultimate sanction would be that they couldn't be the sole provider of Pay Tv serivces, requiring there always to be a competitor product.

Additional comments: