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MB

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Self

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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:

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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?:

Since analogue services will be turned off, DTT will become the the natural replacement (if it has not already).

Freeview has been successful because it is free to view.

Whereas Top up TV is not since;

- only a fraction of DTT receivers can receive it - the concept of time slicing existing channels which are on cable/dsat into a few channels, is not appealing to the consumer.

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

I do not think the Sky proposal benefits the consumer at the current time, and in fact degrades the DTT service for those people who do not want (or able to get) cable or DSat.

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 do not think DTT should host pay TV at the current time, and the concept of time sliced channels is flawed in my opinion.

If someone really wants Sky1, UK Gold, premium film or sports channels, then they should subscribe to cable/sat, rather than use the very limited DTT bandwidth to provide such services.

If after analogue turn off, some of the existing analogue spectrum is used for DTT, then perhaps it is viable to have pay TV in new muxes.

But more importantly bandwidth should be increased for free to view channels (at the moment some channels are horrible to listen to - there should be a minimum audio bit rate of at least 192kb/s)

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?:

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?:

If the Sky proposal is allowed, I fear it will just become a sampler to get people to upgrade to Skys full service.

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?:

Definitely... to most people DTT = Freeview = Free to View.

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?:

Extremely important.

Many STB do not support pay TV, and the massive take up of freeview, most people will not buy another set top box just for time sliced pay to view channels.

Esp when its possible to obtain "free" stb when subscribing to cable etc services.

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

Yes definitely, I'm part of the great unwashed public, and I think its a terrible idea.

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?:

Yes, if Sky manages to kill off any other pay service, the all sky channels on DTT should become free to view.

Additional comments:

Summary

I don't think any additional pay TV should be on DTT at the moment.

When the analogue turn off happens, extra bandwidth should be given to the existing free to view services, then if there is some new bandwidth available, this could be given to pay tv services.

The advantage of waiting until the turn off, is;

- a better free to view service now
- allowing planning and propagation of suitable stb's through homes by 2012, and addition bandwidth which will allow a sustainable and attractive service to be provided.