

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

Anonymous 58

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 don't think that they are all in competition at the moment, each has its strengths and each has its weakness, TopUp TV is in the worse position of them all with the high cost of carriage on DTT, each service uses its own propriety box which should not be the case.

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

It would only add benefit if it was computable with the large amount of pay TV enabled DTT receivers and IDTV's already on sale or already in use. To launch yet another box that could only be used for Sky would be soul destroying to the vast majority of consumers that already have a box with a card slot or IDTV.

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'm only interested in DTT at the moment, and additional channels available on existing IDTV's and slot enabled boxes would add to the choices available to the consumer, DTT could do with the additional linear channels from Sky to complement the limited services offered by TopUp TV and Setanta.

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?:

Premium sports and Movies will always be a draw for people to subscribe to a pay TV platform, The only service on DTT at present is TopUp TV and they offer as a standalone package only one part time linear sports channel provided by Setanta, as I understand it from rumours around the internet, Sky refused to let TopUp TV have Sky One, Sky Sports and Sky Movies whe they offered a linear service, given the limited space available on DTT and the high cost of a 24 hour linear channel, services like TopUp TV have no chance at competing with the likes of Sky.

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 do, TopUp TV provides a limited but worthwhile service to the DTT platform, and allowing Sky to destroy TopUp TV so early would be a disaster for competition on DTT as it was for Satellite. Have Sky had a competitor on satellite since their merger with BSB?

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?:

The only policy concern would be the end of TopUp TV as a competitor on the DTT platform, TopUp TV do not have the financial support or indeed the same "clout" as Sky to entice other channels to pay TV on the DTT platform.

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

Since TopUp TV changed from a linear service to a download service we have already seen the confusion caused by people not researching the individual services provided, take a look on Digital Spy and you will see various threads posted asking why TopUp TV is not available on their box with a slot, and asking why Setanta golf is not included in the DTT channel package. Should Sky be allowed to launch another service on DTT it should be available to all pay TV enabled boxes and IDTV's to avoid further 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?:

It is very beneficial to the consumer, one box with one card is so much easier to set up than two, i'm sur your aware of the confusion arrising from people connecting up a standard DTT receiver when they already have a VCR, DVD player etc in the homes.

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

No not in the slightest.

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 iI do, Sky should be made to use the existing DTT equipment in use, either by issuing a cam for their own system so that existing boxes and IDTV's are compatable or by using the same encryption system that TopUp TV uses, if you decide to let Sky specify their own box, the same thing will happen to DTT that has happened to Satellite, ie no competition at all. If there is no competition the public will suffer higher prices and the same bundled channels as satellite, most people with satellite including myself have to pay for channels that they do not want because they are included in packages.

Additional comments: