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

Anonymous 60

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 feel that there is little completion in this market and that DSat plays a dominant role in the market. In the future I feel the main completion would be between DSat and IPTV. The limited bandwidth would mean any further pay-tv services would damage the viability of Freeview and diminish the variety and quality that could and can be offered on DTT.

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

It would offer little benefit to the consumer as DSat is a simple option to subscribe to, and is supported by the main vendor and is available nationally. Once IPTV becomes widely available thsi will also add another dimension to the availability of premium channels such as Sky Sports. Allowing BSkyB to gain a pay-tv service on Freeview will also create further confusion.

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 feel that there is limited scope for competition in pay-tv on DTT due to the limited number of channels available. The pay-tv services should compete on their own platforms, BSkyB on DSat or IPTV, Top-up TV should be allowed to continue on DTT competing against the DSat, Cable and IPTV offerings and Tiscali, BT and any other IPTV service that wishes to set-up.

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?:

The main aspect of competion on DTT would be channel availability and would encourage channels currently available on DTT to become pay services. There is little need for an additional childrens channel due to the number currently available on the DTT platform. Premium sports are already avaialble on DTT - allowing an additional premium sports channel run by a domineering pay content provider would diminish the value of that channel whilst reducing the choice available for those not wishing to subscribe to premium 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?:

I feel it would hinder competition in all of the media markets - such as the purchasing of programming content and hinder the development of other platforms, such as IPTV. I feel that it would require a look at the laws relating to channel and media ownership, to ensure freedom of speech and balanced reporting in certain areas of programming.

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?:

I feel it would hinder the development of IPTV as a method of media delivery.

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

It would lead to increased consumer confusion. The main benefit of the digital switch over is the availability of extra channels free. Top-up TV already provides the option of additional premium sports and films through the DTT platform. Any further additional offerings would lead to confusion in which equipment consumers should be purchase (especially with the elderly and vulnerable).

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 allows simple choice in equipment during a period of transition.

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

Regulations surrounding channel and media ownership would need to be addressed.

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?:

Limitation on the quantity of Channel allocation to that at launch and the requirement to provide additional quality free channels to replace the ones lost when the channel space became available.

They should also be required to allow the channels that are already available on Freeview to broadcast on DSat fee free and be available to all UK residence weather they have a subscription to BSkyB services or not.

Additional comments:

Sky already dominates the pay-tv market, allowing them to expand on to another delivery will reduce competion and reduce the development of other services such as IPTV.