

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

Anonymous 64

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?:

To a very great extent.

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

Very little benefit. It will reduce the number of free channels available to those who don't wish to or cannot afford to pay more for their TV viewing and therefore reduce their range of choices of viewing, and since DTT is the replacement for the current analogue broadcasting service this should be treated as the most important concern. Once the analogue transmitters have closed down and more bandwidth has become available, then Sky's proposal could be considered again - but using the new bandwidth.

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?:

Not much at the moment. If the BBC should be able to develop a successful satellite delivery system for their digital TV there should be more scope for competition both across and within platforms, but for the moment we have to assume that Sky's intentions are to strangle competition and give themselves a dominant position in the industry across all platforms.

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?:

Don't know.

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?:

Of course it will have a significant detrimental effect. Sky is already abusing it's position of power in the satellite market; this is only to be expected, and not unreasonable of them at all, if you insist on regulating this 'market' through competition. What puzzles me is why you believe that competition is such a good thing in this sector. Let viewers have a simple, clear-cut choice between free DTT and pay TV on satellite; if free DTT doesn't satisfy them, allow the BBC and others to compete in the satellite market for the pay TV audience. TV is too powerful a medium to be allowed to fall under the control of private, profit-motivated concerns.

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 concerns are real and justified.

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

To a very great degree.

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?:

Not beneficial at all, but only because you can get pay TV through the STB. If you insist on allowing DTT pay TV, insist on a single STB and a single standard for transmissions in order to keep the playing field level and to prevent differential pricing of boxes in order to poach audiences and restrict their choices.

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

Political influence being wielded in the UK by organisations which owe it no allegiance and have no vested interest in anything other than making profit - in other words, allowing Sky to treat the UK like a third-world country in its empire.

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 is not controllable by ordinary methods because you have no real power over them. Allow them a toe-hold and they will parlay a strangle-hold out of it. Don't allow them to supply any pay TV services on DTT.

Additional comments:

Advertising works because people's behaviour can be changed by what they see on TV, and being 'media-savvy' protects no-one from the subtle, subconscious pressure provided by programmes presenting as normal a set of behaviours which serve only to fill the coffers of advertisers, their clients and, inevitably, of companies like Sky who deliver the programmes. We are allowing social engineering to take place which has no interest in the welfare of the people whose society is being manipulated, and we're not doing anything to control it. We must present clear alternatives to the public if we want them to be able to make free choices about viewing, and we have to bear in mind that half of the population has an IQ of 100 or less; the more obvious we make the differences, the freer those choices will be.