

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

Anonymous 68

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?:

Not a huge extent as for the majority of the residences country only one or two of those choices are an option for where they live.

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

More premium choice to the DTT consumer who may not be able to receive any other television platforms.

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?:

A big extent, Sky would offer the best of premium sport and entertainment, whilst Top-Up would offer a broader range of programming which would appeal to a different audience to that which would be interested in the Sky offering.

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 should be available to consumers on all platforms. To deprive DTT viewers of them would be meaning a huge proportion of the viewing public don't receive the choice they deserve.

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 they were the ONLY provider then yes they could create a situation where they have a monopoly on the sector and can affect their subscription charges on that basis. However Sky/Top-Up/Setanta would all bring different aspects to DTT in terms of price, programming and contract longevity.

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?:

A low extent.

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

I think the consumer is already confused and that is mostly due to Top Up Tv and it's changes/timesharing.

I think what would be best for the consumer which would alleviate confusion would be for Sky just to offer Sky One, Sky Sports 1, and Sky Movies 1 each on a 24 hour basis. No confusion and a very straightforward package.

What leads to consumer confusion is time sharing channels, where a consumer might think they are getting 8 channels, when in fact they are only getting 4 streams with 8 12 hour slots.

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 imperative for consumers to be able to obtain Sky on existing STBs. The last thing the country needs in this time of digital switchover is yet another format of STB. If you think people are confused now...just wait until a new box is required for Sky services.

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

Not sure.

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?:

Put a price limit on subscriptions, and subscription increases.

Additional comments: