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

Anonymous 73

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 believe that there is currently healthy competition between pay TV services operating via DTT, DSat, cable and IPTV.

Sky currently has a significant advantage over competitors due to its particular link between its TV channels and its TV service.

The issue with competition on DTT is that there is very limited bandwidth, which is essential for Freeview to offer a good quality and range of services for the public, pay TV services on DTT threaten to reduce the bandwidth available for Freeview.

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

There would be very little benefit to the consumer, due to the huge DSat coverage area if consumers want to receive a pay TV from Sky then can do so via DSat.

Alternatively there are other pay TV services available on DTT, cable and IPTV if they do not wish to have DSat, offering another pay TV service on DTT would be of little benefit.

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?:

There is very little scope on DTT due to the limited bandwidth, Top Up TV have made use of unwanted overnight bandwidth which is a very efficient approach but the Proposal by Sky would involve taking up a large amount of valuable daytime capacity. It is more logical to offer pay TV services via IPTV as an add-on to Freeview instead. I believe in the future competition across all pay TV plaforms with remain healthy if no individual operator is able to dominate on more than one digital TV platform.

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?:

Limited sports and movies content is provided by Setanta Sports and Top Up TV on DTT, with additional content available via IPTV such as BT Vision. Further competition using IPTV would be healthy as it would not cause a reduction in the Freeview service but would provide further choice for the consumer.

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 Sky were to become the only pay TV provider on DTT this would have a detrimental effect on competition, it would mean Sky would hold a monopoly on DTT pay TV as well as DSat pay TV. Consumers should have a choice of providers and this would severely limit that choice as well as having a severe negative impact on other providers such as Setanta Sports, Top Up TV, BT Vision and more widely Virgin Media.

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?:

Many of the public policy concerns would be as a direct result of the elements of the Proposal, therefore it should no be allowed.

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

There are already so many pay TV services available across so many platforms that having yet another service available, particularly from a provider that they associate with DSat would no doubt cause confusion, also the possible associtition of pay TV equals Sky could have a severe impact on other pay TV providers.

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?:

This is very important because consumers should not be forced to purchase a different DTT receiver for each different service.

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

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?:

The situation even existing would be so detrimental that no additional conditions would aid the problem in a significant way.

Additional comments: