

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

Anonymous 78

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?:

DSat and DTT are in direct and considerable competition. Some Free DTT services are run in order to entice viewers to sign up to DSat. Pay DTT is limited but in competition with BSkyB.

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

If people want Pay TV they will most likely get Cable or DSat. It offers more choice and value. Pay TV on DTT is too limited to offer an alternative, which is why ITV Digital failed. Freeview has worked as it has offered mostly quality channels, for free. To take away some of those channels to offer a Pay service that is second best to DSat and Cable is a waste of valuable bandwidth. If Sky do not want to offer free channels according to their licence, then give the space to someone else or for a HD service.

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?:

On DTT bandwidth it too limited right now for pay TV, and cannot compete with DSAT and Cable. If people want to get Pay channels they will buy a dish.

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?:

Sports and Movies would be the driving factor for pay TV.

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, Sky dominate Pay TV. If they enter DTT they will dominate that too, and Top Up TV will not be able to survive.

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?:

No sure

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

People will have 3 boxes to look at. Standard Freeview, one with a card slot and one for MPEG4. Freeview is clear and simple right now, dont mess it up

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?:

Better if you have gone out and bought a PVR for £300 and now need another box

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

Yes

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?:

No, Sky will get round them

Additional comments: