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

Anonymous 79

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?:

only e-mail address to avoid spam.

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:

Yes

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 Dsat and Cable and IPTV are in competition as they are the only platforms capable of delivering a comparable service, DTT does not have the ability to deliver a comparable service and the entry conditions for DTT are not dependant on signing a contract unlike Dsat, cable or iptv. DTT cannot compete on equal terms with Dsat, Cable or iptv.

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

The only benefit would be to customers who as yet have not taken up DTT so far, due to the fact they have not made any investment in DTT equipment and thus do not have to replace existing DTT equipment to receive the proposed services and take advantage of new technology.

Existing DTT users would be disadvantaged by the cost of upgrading again to new equipment, also this does not take into account the fact that existing DTT users may already have access to Dsat, cable, iptv and are just using DTT as a back up service or in a spare room etc, and may have no desire to use or subscribe to a second, reduced quality pay tv service which also reduces the quality of the existing free service by taking space that would have provided those services.

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 limited scope for competition in pay tv on DTT due to the limited bandwidth available, and lack of existing pay tv enabled integrated digital televisions and boxes. C

Cable is a closed system controlled entirely by the network owner so there isn't really competition between pay tv providers on the cable platform, as a contract is agreed with the cable provider rather than the cable customer.

Dsat could be opened up to more competition if a common OPEN access control system was available and used by all providers, this would remove control of dsat and the electronic programme guide from 'bskyb' and open the whole platform to genuine competition from other dsat subscription service providers. Also, customers would not need numerous different boxes to receive the service as one dsat box could be purchased off the shelf in a store, installation done by a competent service technician and separate subscription purchased from one of two or three providers, rather than 'bskyb' as is the case presently.

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 key aspects of competition will be providing programming that is not provided currently, true competition would allow competing services to provide a similar product and compete on price and service.

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 if sky were the only provider of pay tv on DTT there would be no genuine competition, for many outside of significant builtup areas there would be no choice for pay tv apart from sky via dsat or DTT due to the lack of infrastructure to deliver iptv or cable.

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 pay tv service on DTT from a provider very well known for using satellite distribution would cause confusion and disillusion in people who have invested in equipment expecting a free service, this happens already with current pay tv services on the DTT platform where pay services show up on the epg, but users are greeted with a blank screen or an electronically generated screen with instruction on how to receive the channel, wether or not their equipment is capable of displaying pay tv content.

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

Confusion would be caused due to the mix of pay tv providers and their incompatible encryption technologies, also the need for subscribers to take up multiple subscriptions and have multiple boxes to take advantage of all services available, customers with existing free to air receivers will not receive either service, and may have to purchase two boxes to get a full pay tv service.

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 would be beneficial if the full range of services were available, ie DTT could deliver the same content as cable or dsat without time restrictions, channel sharing, and costly tecnological restrictions or other limits, however this will not be possible, only a small cherry picked number of services would be available, not necessarily to everyones taste.

People wanting services not provided by the dtt pay tv provider would still have to use iptv, cable or dsat to receive these services.

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?:

If sky did become the only provider of pay tv services then some quality of service issues must be addressed.

Sky should not use the DTT service as a marketing platform for it's dsat service.

Services designed for DSAT should not be broadcast on DTT if the full service cannot be provided, separare DTT ONLY services should be operated to optimise the quality of the service provided.

Additional comments:

Without DTT being entirely managed and operated by one gatekeeper, with the viewer/consumer interests at heart then technological change will continue to be a problem for DTT. A change from mpeg2 to mpeg4 technology should not take place until at least 5 years after digital switch over.

Also, if consumers wanted to subscribe to pay tv services, for much of the population, these services are mostly available via dsat, negating the need to provide services via DTT, keeping dtt available for uses where a satellite dish or cable connection are not suitable. covenant restrictions should not be allowed to prevent access to pay tv services.