

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

Anonymous 83

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?:

Due to tchnical and geographic limitations DTT and cable cannot compete with Dsat on coverage and channel capacity.

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

None. The proposed channels are/could could be made available on Dsat. The consumer would still need additional equipment if made available on DTT.

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?:

DTT has the least capacity to offer pay TV. The original service offered by on-Digital proved unprofitable.

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?:

It is becoming increasingly difficult for the existing broadcasters to fill their capacity without recourse to repeats and repetition. eg Four/more Four, and +1 channels. I think pay TV on DTT will only exacerbate this situation.

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 suspect Sky would just duplicate existing Dsat channels. I also suspect that the move has little to do with consumer service and much more to do with monopolising advertising outlets.

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?:

I suspect that many people who have not yet thought about DSO would take the see the presence of Sky Pay channels on DTT as a reason to switch to satellite.

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

I think those who have difficulty in recognising the different technologies will find it hard to make a choice, and may be open to opportunistic sales based advice.

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 wonderful if a single device could be available, but I think improvements in technology will lead to unforeseen improvements and changes for some time yet, and would lead to early obsolescence of any such device.

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

There is a danger to the quality of FTA broadcasting if one provider is allowed to become so large and profitable that it can outbid all others for popular material.

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?:

I think the degree of access to DTT afforded to any Dsat or cable operator should be judged by the extent to which they aid the coverage of the public service channels.

Additional comments:

Whilst the competition in service provision is so closely related to "platform ownership" it is difficult to estimate the benefits/disadvantages of allowing a mixture of PSB/wholly commercial provision on any platform.