

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

Anonymous 88

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 don't consider DTT to be in serious competition with other means to broadcast.

Dsat, cable & IPTV all seem to compete with one and other but most people who use freeview (that I know) do so because it better suits them.

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

In my opinion the proposal delivers immediate benefits to the consumer in the short term.

In the long term however there needs to be a compatible standard for technology. For example needing to buy new boxes every time something changes is a joke.

There is a box for freeview, TUtv, there would be one for Sky and if and when HD launches on DTT there would need to be another one for that too.

Can't sky incorporate their future proof boxes to have HD ability as well as MPEG4 etc?

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 isn't much scope for competition on DTT as there isn't enough airspace for many companies, at least not if you want to have about 30 freeview channels.

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?:

Key aspect would surely be how good the content of channels was in relation to what they want in return.

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 don't see why. TUtv has effectively been the only pay tv provider for years now with no detrimental effect.

Surely allowing sky into the market creates competition and it may force TUtv to better its services to compete with can't be bad for the customer.

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 feel that any consumers who only want freeview channels won't care about either sky or TUtv and so the STB issue won't matter to them.

If sky are required to make their boxes compatible with the both future proof MPEG4 as well as existing FTA decoders, then why can't they also make them compatible with the TUtv encryption as well as their own method. Then everyone wins.

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

I don't think many people will get confused by the proposal.

There may be some confusion by people not understanding that one pay tv box doesn't work with the other service and vice versa but it surely won't be any more confusing than explaining HD tv to the same people.

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?:

If it is possible to do this, I feel that it is very beneficial overall to only have 1 STB for both pay tv platforms.

If sky made their boxes compatible with ALL existing methods of DTT broadcast as well as thier own and future proofing it, then I don't see how the consumer can lose.

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

Not that I can see.

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?:

A set of conditions should be in place for Sky to make sure that they always operate in the consumer best interest (at least with regards to the DTT market).

Things like not being able to make any broadsweeping changes to established services / pricing without consulting with Ofcom.

Making sure that the technology in their boxes is compatable with existing methods as well as future proofing (where possible and within reason).

Additional comments:

Overall, I'm all for Sky getting the go ahead for this but there has to be control for the consumers sake.