

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

Anonymous 89

Representing:

Self

If you want part of your response kept confidential, which parts?:

Name and contact details

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:

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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?:

All platforms are in competition with each other and are all vying with the exception of the BBC, ITV and the other traditional broadcasters channels 4 and 5 to offer a triple play service offering Telephony as well as TV services.

B Sky B is far and away the biggest potential winner in these stakes and can influence and distort the markets with its commercial power.

Consumers will not benefit from these proposals

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

I do not consider these plans to be in the best interests of the consumer, The Freeview service was just that intended to be universally free for all subscribers. If Sky are allowed to get away with this other broadcasters will surely want to follow down this route.

We all know that with pay TV the only way that subscription prices only move one way that is up.

People on low incomes can not afford this do we really want a digital divide with the haves and have nots. ??

If people really do want Pay TV they can get a Sky subscription and STB for free

This move will have a big impact on the other traditional broadcasters. In fact I think it is incredulous that Sky are even allowed on the DTT platform at all. I strongly believe for many many reasons Sky should be forced to vacate their slot and multiplex on the Freeview DTT platform.

Consumers will not benefit by these proposals

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?:

Sky's dominance in the DSAT market is a monopoly with no other competition. They control the specification of the STB. They broadcast and maintain the service and they provide and control the content.

In fact they call all the shots how can this be classed as competition ??

If Sky are allowed to continue unchecked they will become by far the most influential and powerful broadcaster in the UK other broadcasters will be marginalised.

There is no room for pay TV channels on the Freeview DTT platform. Sky don't want a slice of the cake that want it all and eat it as well.

Sky are far too powerful and influential in UK broadcasting their influence being bolstered by news corporations tabloid and broadsheet newspaper empires.

Consumers will not benefit from these proposals.

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?:

Sky pay over one billion pounds to the EPL (English Premier League) for football rights no one can get a chance of winning these rights at auction with this level of money certainly not the traditional broadcasters Sky's business plan is to keep this and bid and win in fact ALL the major sporting rights and events (is this fair ???)

Sky will bundle very cleverly sports packages with movies channels together with broadband internet and free telephone calls to entice customers to these services.

How on earth can the traditional broadcasters compete with this it will have a disastrous effect on their incomes and revenues and will force them to become marginalised leaving Sky the dominant player.

Consumers will not benefit from these proposals.

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 dominant player on the platform this would certainly have a long term detrimental effect on the development of the Freeview DTT platform. Sky would be dominant, at present they have the leading shareholders stake in ITV, they effectively scuppered Virgin Medias chance of joining up with ITV.

Sky effectively have control on what ITV's future plans are what investment they may need in the future Its like Chelsea having a the majority shareholding in Manchester united absolutely incredible and naive that this has been allowed to happen.

Sky need to be kicked off the Freeview platform full stop.

They can see that their subscription rates are falling and they want to increase further their dominance on Freeview.
Consumers will not benefit from these proposals.

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?:

There are major and very important indeed crucial public policy concerns.

Skys commercial and political is considerable with major influence by not only owning a TV station but also a string of influential tabloid and broadsheet newspapers.

In fact it is considered that recently the government decided not to call a general election because of the polls and comments made by the editorial in the Sun and Telegraph newspapers.
Consumers will not benefit from these proposals.

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

Freeview is just that Free viewing without subscription why muddy the waters ...

An increasingly large portion of the population will shortly be over the age of 65. I am sure they do not want all these services and certainly would be confused by these proposals.

Freeview is a vibrant and very successful DTT platform lets keep it that way let it flourish on its own with new ideas and programming models by the traditional broadcasters.

In fact the Freeview model is so successful it is being copied by other broadcasters in other countries throughout the world.

If people want to pay for Sky they can do so but please lets keep Freeview FREE !
Consumers will not benefit from these proposals.

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?:

The current bandwidth and MPEG 2 transmission standards are ideal for Freeview but with the arrival of HD and with it the need to move toward a more efficient transmission standard MPEG 4 a new standard for the STB's is required and this should be MPEG 4.

However do not muddy these waters, Sky only want to have MPEG 4 STB's so they can push more channels onto an already crowded multiplex and for no other reason. If Sky use this method of transmission on Freeview to increase the number of channels this will scupper the traditional broadcasters plans for developing the Freeview DTT platform into the FreeviewHD platform.

The traditional broadcasters want to move towards MPEG 4 STB's in order to transmit HD programmes on the Freeview DTT platform i.e FreeviewHD.

This is the correct and obvious development path for FreeviewHD.
If people want Sky use the Sky platform.
Consumers will not benefit from these proposals

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

Major public concerns are several
Influence on reporting impartially on news and current affairs.
Influence on the development of the FreeviewHD platform.
Commercial and political influence on the board of ITV and its future role in broadcasting.

In the long term it will lead to the further fragmentation of the market and the dumming down of programming.
Consumers will not benefit from these proposals.

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 only meaningful way to avoid the disastrous consequences of letting Sky dominate UK broadcasting would be the following :

As no one will take on the might of Sky ..

Sorry OFCOM but you really are a poodle and will not fight the might of Sky and champion the consumer they can not be allowed to control the DTT Freeview platform...

If it was regrettably allowed to happen the only remedy would be :

The wholesale break up of Sky !
Separate the firm and sell off to new companies

The satellite uplink broadcast part
The programming part.
The STB controlling part (NDS)

Force Sky to relinquish television rights and bid for no more than 20% of all sports coverage televised events

Consumers will not benefit from these proposals

Additional comments:

I feel very strongly about the dominance and strength of Sky in the UK market.
They already have a virtual monopoly in satellite broadcasting in the UK.

Other countries in Europe and the rest of the world have real competition, Sky have no competition in the UK.
They control the specification of the STB it will only really effectively receive Sky channels.

They will with their considerable influence and resources introduce ways to market their services which other traditional broadcasters just can not compete with i.e.

IPTV with their broadband services either via cable or by satellite.

My space TV services

Telephony services bundled with other services.

Sky are too dominant.

The James Bond Film "Tomorrow never dies " springs to mind with these proposals

Consumers will not benefit from these proposals