

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

Anonymous 9

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?:

Currently Top Up TV/Setanta provide the only pay TV services. Both services are compatible and are accessible via most integrated TVs, or a single STB with a slot. Most people know if they require more subscription channels then Dsat or Cable is the way to obtain them

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

Confusion will rein, to receive the SKY proposal another STB is required, this will cause confusion for the majority of people who have been advised by adverts that getting a STB or an intergrated TV they can receive all the channels 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?:

There is scope for increased competition as long as all encryption systems use the same technology. If you require one STB for one service and another of an alternate service, then only the most popular service will survive and it will stifle competition.

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?:

With the limited bandwidth on DTT subscription services should be restricted. The role of premium content is very limited. Most people that require this premium content already know that they need to obtain either Cable or Dsat

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, there should not be a monopoly on pay TV on DTT

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?:

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

Highly likely to cause confusion. People already use DTT and Freeview to mean all services received by an aerial. Requiring a new STB so soon after the majority of people have just purchased a STB for the current service will cause confusion.

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?:

Very beneficial, knowing that as long as you have a STB with a slot, you can receive all pay TV services on DTT

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

Yes, after having lots of channels available on Freeview the public will be concerned that in the future they will have less channels available unless they pay subscriptions. The majority of people currently use Freeview as they do not want to pay for subscription TV

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?:

Yes it is possible, SKY should provide other providers with access for £0.00 cost to other providers, i.e make no profit on adding other 3rd party providers to the system. This would also include a £0.00 admin fee for adding other providers to the system. It should also have no be a condition that even rival providers of Movies or Sport can use the system even if it is a direct rival to a service that SKY provides

Additional comments: