

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

Anonymous 99

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:

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?:

Only D sat and Cable are in competition at this time. The others offer to poor a service to be taken as competition

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

None at all

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?:

None unless there is a standard encryption service, and you only need one box. If you get into a situation where you need different boxes for different DTT services, people will find it to confusing and either not bother or will just go for sky or cable

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?:

Price, quality and choice, but unless space is made available E.g. removing the + 1 channels there can not be much choice

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, sky has, in my opinion the best service at present in pay TV, but if they were to bring in there own, set top box for DTT it will stop competitors getting a foot hold. The set top box for both free and pay DTT needs to be standardised, as dose the encryption service used, so consumers can switch between providers easily.

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?:

If this is allowed then the whole point of changing from analogue transmission to digital to provide more choice would have been a waist of time and could lead to a 3rd failure of DTT in this country.

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

It would leave a lot of people confused and disillusioned, people would not know what equipment they would need, and would be forced to change equipment or purchase extra equipment.

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?:

I think it is imperative that people do not have to keep changing the viewing equipment, this is important not only because of the cost to both consumer and the environment, but also to give every one a fair chance to make a choice as to what they can watch.

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

If it is granted it would make it appear as if Ofcom were in BskyB's pocket so to speak.

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?:

Possibly, if the set top boxes were standardised so consumers could use them for free to view as well as pay to view services, and that and future providers could use the same technology and equipment

Additional comments:

Freeview is fast becoming a joke, to let BskyB or any other operator have their own system and equipment on this service would be another nail in its coffin, by all means let them offer a service but it should be with a standardised operating system that existing equipment can receive, they and any other pay TV provider should also have to offer some FTA services before they can offer Pay channels. The key is in the name "FREEVIEW"