

Title:

Mrs

Forename:

C M

Surname:

Bearne

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

Kriss

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep nothing 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 think there is much competition as Sky seem to have it all. Sky even charge for E4 whereas that can be received free on Freeview. We are unable to get many Freeview channels in our area (Eastbourne).

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

Sky are out for profit, there must be a financial incentive for them to swap free channels around. Sky are more likely swapping channels to entice people to subscribe to the pay packages, eg movies.

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?:

Out of all the pay TV, Sky seem to have best selection, and as seen previously with Virgin, will pull the plug so apart from Sky, the others are not guaranteed. Sky is in control.

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?:

I think the consumer will in the end lose out as companies will want to charge. Skys subscription has gone up massively over the last 10 years.

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?:

This would not be best for the consumer. Sky would be so big they could charge what they wanted and other companies would not be able to compete.

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?:

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 is very important for consumers to have a choice of everything. If not then a monopoly is created and that is no good for anyone. Consumers can't afford to keep paying for this and that. Everyday living expenses are going up all the time as it is. (I don't know what STB's are.)

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

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?:

There should never be one company providing anything, it's not good business for the consumer. For one it creates hiked prices and gives them too much "power". They need to be given strict guidelines to adhere to regarding scheduling, threatening to pull the plug in times of disputes, prices etc, to safeguard consumers.

Additional comments:

Consumers should have a choice. We had to cancel our Sky subscription last year because it was becoming too expensive. We cannot get Freeview, so are stuck with Freesat which has a pretty poor choice of cahnnels considering the hundreds of channels Sky do provide for subscription.