

Title:

Mr

Forename:

Lee

Surname:

Branch

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

Lee Branch

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 think the services are very much in competition with each other for subscribers, we only have to look at the recent withdrawal of Sky channels from virgin media followed by a massive media campaign to steal Virgin subscribers, and Sky's recent "Picnic" proposal to see this. Also Sky's recent purchase of 17% of ITV to upset

Virgins planned purchase, they are a massive player in the market and they are using their power in the market to crush smaller players.

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

I don't see any benefit to the idea of "freeview" by offering more pay TV on it. The reason Freeview has been such a massive success is because it is mostly free. Anyone wanting Sky pay TV can easily purchase a low priced dish to receive Sky's offerings. Adding scrambled channels is just taking bandwidth from the limited number of channels that freeview can support, and restricting space for future possible freeview services like HD. What if sky purchased space everytime a freeview slot became available, they have the money to do it. Freeview is already a massive success without Sky, and I can only see Sky trying to hurt this as they have hurt Virgin Media.

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?:

I can't see anyone being able to offer serious competition to Sky, they are too large and powerful and as shown above use their position against the other offerings. Freeview has been a success because of the lack of pay Tv not because of its pay tv offerings. The current freeview pay TV offerings have a very poor take up.

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?:

Freeview has a too limited bandwidth to start offering loads of pay tv offerings, these will just limit the free channel choice, restrict the service and prevent future offerings like HD

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 have a larger marketing budget and can sell a loss leader product or equipment which would have a detrimental effect on the existing pay tv services.

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?:

Freeview has a too limited bandwidth to start offering loads of pay tv offerings, these will just limit the free channel choice, restrict the service and prevent future offerings like HD

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

Sky already have a strong satellite offering I see no reason for a pay tv move to freeview, they would only damage the service not assist it. I imagine them taking more and more freeview slots and making it into another Sky service. They are an aggressive player in the market, as shown by their recent moves against Virgin media.

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 see little benefits as the service will be very limited unless sky start taking over more and more freeview space that should be available for free channels.

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?:

I would rather Sky not be allowed to use Freeview for Pay TV, but if they were allowed, the space available to them must be limited to 3 channels so they don't swallow the service by using their financial power to buy more and more of the limited bandwidth.

Additional comments: