

Title:

Mr

Forename:

Neil

Surname:

Brumby

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

Mr N Brumby

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 believe with the introduction of new nationwide IPTV services by Orange & Tiscalli that competition between DTT, DSat, Cable & IPTV will increase significantly over the next 5 years.

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

This proposal will benefit people living in areas not served by cable / satellite - i.e. tower blocks, conservation areas. The possible monopoly of future IPTV services in these areas will also be broken.

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?:

As stated above I believe competition will only increase in the future across all platforms & having more than one pay tv system available on DTT can only benefit this.

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?:

Key aspects are the quality of content offered, i.e premium sports & movies. Having more than one choice of premium sports will enable consumers to choose the content required. The same can be said for premium movies.

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?:

A system similar to DSat where conditional access is open to 3rd parties (& costs possible set at market value by Ofcom) would stop this becoming an issue.

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?:

I do not believe that the concerns in section 4 (mainly considering technical details, including compression & encryption standards) will concern the public as a whole or be detrimental to the development of freeview.

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

As long as the Sky system is promoted separately to freeview I do not see this being an issue (using BT Vision & Tiscalli as similar examples).

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?:

With the costs of DTT STB's been so low I do not believe this is a issue.

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

No I do not believe any additional concerns will be felt by the public as a whole.

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?:

Open access to 3rd parties to the encryption chosen by Sky (As on DSat).

Additional comments: