

Title:

Mr

Forename:

Paul

Surname:

Crane

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

Mr

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 that DSat and cable are in competition for pay TV. Not so much with DTT, and that's the way it should stay!

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

It won't. 75% of the UK can get DTT whereas 98% can get satellite. Anybody who wants Sky channels can get a Sky subscription. There is no benefit to the customer.

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?:

The average person on the street will only know DTT as Freeview. Adding pay TV would just confuse them as this important time in the Digital Switch Over. I think DSat could benefit from increased competition in that it would give Sky a serious competitor.

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?:

There wouldn't be any. People who want premium sports and movies would just subscribe to Sky or cable.

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 it would. If Sky had a monopoly on DTT (which it already does on DSat thanks to their 'clever' marketing), it would result in less choice for the viewer as Sky could use their market dominance to persuade providers such as Viacom to drop their free channels and join Sky's pay service. It would also greatly add to the confusion over the digital switch over.

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?:

It would further add to confusion and would scare an awful lot of people into believing they need Sky to watch television after the DSO which will be bad for competitors and the government.

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

Many people already see DTT as just Freeview and are confused as to why they can see UKTV Gold and Setanta Sports on their EPGs but can't view them. Sky's plan would only further add to this confusion. The last thing the government needs during the digital switch over is increased public 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?:

If Sky's plan was to be approved, it is very important that it be available on existing hardware. If Sky were permitted to use NDS encryption (as they do on satellite), potential customers would be forced to buy Sky approved hardware which would lead to Sky having an unfair control over DTT just like it already does on DSat.

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

If the government want the DSO to happen smoothly, then DTT needs to have the minimum amount of changes as possible. The removal of three free channels (whether they be Sky or not) for pay channels would greatly confuse the public.

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?:

BSkyB are once again abusing their market dominance. They are afraid that people will opt for Freeview at DSO instead of Sky. They are seeking to destroy Freeview. Their constant Virgin Media slating adverts just show how much they want to squash all competition. This plan needs to be rejected.

Additional comments:

DTT should be kept for FTA services only. Additionally, BBC/ITV Freesat needs to launch soon to give people another free alternative come DSO and help squash the myth that Sky is satellite (which, of course, is a myth that Sky started).