

Title:

Mr

Forename:

Duncan

Surname:

Emery

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

Mr D J Emery

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?:

DTT is slowly growing as a Pay TV service due to Setanta and Top up TV and as digital switch over draws closer and arrives it will could become bigger if OFcom allow it to which I feel it shouldn't.

Sat and Cable are very much in competition with each other at present while most people are getting DTT for the free channels and I feel there should be only very

limited pay TV on DTT due to limited number of channels available.
If Pay TV is allowed to take over DTT then it is likely Sky will dominate the DTT pay channels within a few years due to their dominate position in Pay TV market.

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

I do not think there would be many benefits for the consumer as you would require a new set top box to watch these channels and I expect there would then be numerous occasions when the programme you wanted to watch was on at a time you didn't have access to the channel with it being shared.

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?:

Limited extent for competition with Pay TV on the DTT platform as too few channels available and the likelihood of each service charging similar as other platforms for less content and for each stream is unlikely to be popular, most people who are getting DTT before of digital switch over like the idea of more channels but not paying for them, if they did they would already have Sat or Cable.
Problem with Cable and Sat is currently one main provider for both who don't cooperate trying to kill off the other very anti competition

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?:

Currently Top Up TV appears to be struggling to maintain any growth and need to improve channel options and length of time can access them, eg Eurosport could provide competition to Setanta and any Sky channel but only on for limited hours.
Role of movies is in my opinion less important these days as people often seen the films already on DVD etc.

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?:

If sky was only pay TV provider on the DTT most current viewers would not notice as if they are using a different set top box they would need to buy a new set top box to be able to access their services anyway. So it would have a detrimental effect as unless you brought a new box you would lose access to 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?:

Total confusion over which box very likely
A reduction in free to air channels over time on DTT is also likely in my opinion.

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

It is bad enough already that boxes are sold without card slots and then customers have to buy another because they didn't realise they needed one.
They are sold in Tesco's etc. with no tech support.

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 do turn their channels to Pay TV then it is essential they use same system as everyone else

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

It is Freeview general public think it is free, My parents still do not understand why they can not watch UK Gold for example as it appears on their box everytime they have to rescan.

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?:

At this time I do not think the proposal should be accepted.
But if it is then they should use same box as everyone else.
Need to ensure that if selling sport on they ensure DTT viewers know what they will get and not change things to other sports channels on a whim (like Setanta do some times eg BTCC motor racing).
Need to have only a few channels available or else space sharing can reduce choice you thought you had brought

Additional comments:

SKY dominate pay TV in this country by being part of Freeview allowed them to advertise their pay channels.
I actually if Sky want to have Pay TV on Freeview they should be in addition to current free channels not instead of.

Until the the country becomes all digital and more space is avaiable on freeview I feel the only additional pay TV service should be slight extenstions of exsiting ones eg more hours for Eurosport and Setanta so they can compete with sky properly in the future.

Now is not the time for this change.

Say No is what I believe should happen.