

Title:

Mr

Forename:

David

Surname:

Haigh

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

Dave

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep part of the response confidential

If you want part of your response kept confidential, which parts?:

email address

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:

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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?:

All services are in competition for viewers/subscribers, though the freeview (terrestrial) system doesn't charge for this so is very attractive proposition for low income and pensioners

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

Zero, it is going to do nothing for low income families which will not be able to afford to subscribe to the service. All it will do is remove channels from those that can least afford to view them.

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 scope is pretty low with the advent of quality freeview on terrestrial TV, many of us are already turning off our subscriptions to sky and cable companies due to the excessive costs.

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?:

The idea that there will be premium content offered is silly, currently skyone shows many repeats of old shows over and over. Therefore is very poor value on a subscription service. As for the movie channels going premium well a rental at blockbuster is much better value. Sky will doubtlessly say they are offering better value TV, but in fact this is false as much of their programming is available elsewhere. Sky seem to be stifling competition by removing their content from cable, now talking about removing it from DTT and already charging for their content (which is free on DTT) on their satellite service. for example Sky 3, ABC1, Ch5, Ch4 and others are free on DTT but costs £15 on sky. Sky have the money and leverage to force out other service providers on a whim.

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 have a detrimental affect, they already hold a satellite monopoly, have held a gun to the head of cable operators over their "premium" tv package. If sky buy into the DTT platform and take it over making it PPV/subscription service then many thousands of homes will no doubt simply turn off the Tv as they can ill afford to subscribe £15+ per month to this service

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?:

People will be worried that they have bought into a free service to suddenly find themselves tied into a sky subscription

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

The idea that freeview is free and then finding it isn't free and in fact is a subscription service will likely anger the populace. This is why more people are buying DTT receivers instead of buying into the sky Freesat service which costs £20+ for a card which is regularly wiped and requires repayment to activate.

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?:

Not beneficial at all, unless the lineups are truly free on all systems i.e channel 5, channel 4 etc. which are free on all platforms except sky. If sky then want to offer their own service as a bolt on to DTT then so be it, but I somehow doubt this would happen, I suspect within a short period of time they would be seeking total control of the DTT service, which is what they are currently doing with the astra satellites by blocking further applications to the EPG service.

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

Yes, if we are to move to a totally subscription TV service which is what this would undoubtedly end up as then the populace will not be happy to be paying a TV licence fee on top of this. If sky also get a hold of the DTT service then where is the competition in UK TV? They already own the satellite service, they own a huge block of ITV, and have tried in repeated campaigns both in TV ads and the press to move people off Cable in the end pulling Sky 1 off cable.

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?:

No sky have always stifled or killed off competition look at BSB, ITV digital etc. As soon as they see a valid competitor they make sure they are got rid of or taken over. No amount of extra terms would see sky toe the line. Just look at the fiasco over their buying up of ITV, they still did it even though they shouldn't have.

Additional comments: