

Title:

Mr

Forename:

Peter

Surname:

Hewitt-Dutton

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

Peter

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?:

There is very little competition for pay TV at the moment, Sky have a huge market share.

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

I do not believe it will benefit the consumer, it will merely add more confusion about the DTT platform, when it needs to be simplified for the continuation of mass adoption

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 believe DTT should be a completely free platform, given it is effectively the successor to the old 5 channel analogue system. There is too much pay content on the platform as it is, adding more would be a big mistake.

Those who want pay TV can access it through Dsat and Cable, and increasingly IPTV.

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?:

Should the 'picnic' service launch it would likely be more popular than the TopUp TV service, purely because of the presence of Sky Sports and Sky Movies. The TopUp service seems to be about adding a little more in the way of premium channels, whereas the Sky service would be about trying to cater to a market that would already have some form of pay TV, so why add more in an area of limited capacity.

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?:

Sky's market share in the pay TV area is already effectively a monopoly, so giving them scope to increase that does not seem a logical plan to increase competition.

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?:

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

It adds another service delivered in the same way as another. For the tech savvy this is not an issue, but given anyone who could be considered tech savvy is likely to already have at least 1 form of pay digital TV they are hardly the ones to worry about. The issue is the looming analogue switch off, and the effect of this on the elderly, and those who do not have an interest in technology, but do want to be able to watch a basic TV service like they have done for years with the old 5 channel service.

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?:

It is not. The number of channels Sky will be able to offer on DTT is so limited that anyone wanting a serious service will just get a cable connection, or sat dish. The service on DTT would merely become an advert for Sky's main sat service.

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?:

No, Any pay service from Sky on DTT will satisfy Sky's aim, that being to advertise the main sat service.

Additional comments:

I currently subscribe to Sky's sat service, and have a separate DTT box on another TV.