

Title:

Mr

Forename:

Chris

Surname:

Jones

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

Mr Chris Jones

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep nothing confidential

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

When I heard about Sky's new product coming onto freeview I thought "oh goody I can watch sky one which I miss on freeview", but then I've started to think its Sky TV's typical underhanded way to work around the restrictions /regulations regarding freeview, introduce a pay for tv box with broadband connection, and surprise surprise we have 200 channels of rubbish AGAIN! which is why I left them 4 years ago as we only ever watched 10 channels on an adhoc basis. They will use broadband to deliver 200 channels of dross and attempt to wipe out Freeview under the guise of this Picnic product, as Sky knows a large proportion of UK home owners don't want Sky dishes on their houses or can't have them for various reasons, and I believe they have been looking for ways to circumvent these limitations. The paid for channels on Freeview, the Picnic product, and their recently acquired ISP will give them the ability to do attempt to wipe out or dominate terrestrial digital broadcasting. And Mr Murdoch and his cronies will be spoon feeding us again

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?:

Very much so e.g. my wife is Malaysian chinese by birth so since I bought a standalone web radio she listens to RED 98.8 FM from Kuala Lumpur or BBC Radio 2 here in the UK. We have watched some Malaysian TV on the web, so we will be signing up for IPTV services as they become available. Infact we have an US Chinese IPTV box here in Liverpool (Proper subscribers) and watch on an adhoc basis so why should I buy a satellite TV box to watch more Chinese TV if packages were to start broadcasting on SKY. The web basically becomes super cable providing a broadcasting medium at a fraction of the price compared with satellite and with wimax or super 3G we could listen to 98.8fm or watch Chinese TV from the US on top of Ben Nevis or in our cars. On the earths surface the web with radio connections wipes out cable, becomes a serious competitor to satellite, so provide Mr Murdoch with opportunities to exploit for his own commercial benefits.

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

None really! It does present Sky with more commercial opportunities to push its product.

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?:

At this time None really! Sky dominates satellite, Virgin dominates Cable, BBC/ITV should dominate terrestrial but does'nt because Sky obtains strategic info from ITV through its 18% share holding and makes ITV impotent, and the BBC won't show its hand to ITV for fear of SKY knowing everything of their business plans, so this makes Freeview impotent.

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?:

A LOT Basically. Paid for programming, niche programming services such as a boquets of foreign tv channels that dont exist in the mainstream at present. Niche advertising e.g. advert for MaePloy Chilli Sauce from Thailand on Chinese US IPTV. Reminds me to go to my local chinese supermarket shop here in Liverpool and buy to Restock.

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?:

Almost certainly, I'm really am Joe Public yet and an ex Sky subscriber. Yet I have basically formed an opinion that Sky thinks it's the only broadcaster in the world and its viewers are stupid or of limited IQ. Something that Freeview has tried to get away from. Actually I see the BBC ethos in the channel makeup. That will be lost as Sky will go for the lowest common denominator and use its financial/broadcasting muscle to sideline and make impotent. Just look at the old ITV Digital fiasco. or more recently but quietly Top UP TV which has become a NON Player over the last 2 years because it certainly appears to me they were limited by cash flow and technology restrictions.

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?:

would'nt know as I have'nt read section 4 of the broadcasting Act

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

Sky would present their version of Freeview as better than it is now through smoke and mirrors. Just as they gave the impression in the early days of Sky that they were the sole owners of the satellite system. They would do the same with Freeview. so people would think there is no choice.

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?:

Very Beneficial! It limits their monopolistic ambitions over every broadcast medium that is invented. Open source boxes will be important to public FTA for time immemorial. Sky like any large organisation is slow to take up technical innovations, yet when they do they monopolise it to the maximum. e.g. Ability to delete channels that I don't want. Sky Originally would'nt allow this yet FTA boxes have the software from purchase.

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

Potential Monopolistic Position

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?:

I don't have enough info to answer this question, though I would say limit their ability to monopolise the medium. They've done this in Hong Kong with NOW BroadBand TV. Though I know it's owned by PCCW. They have about 2/3 rds of all pay tv customers so Hong Kong people only watch what Mr Murdoch Senior/Jnr and the PRC Gov want them to watch.

Additional comments:

Look at the IPTV system I subscribe to called Kylin TV. Originally they had 32 channels the PRC Gov didn't like something about the channels they were providing to Kylin TV in the US. Immediately they lost over half their channels. The same happened with ITV digital and Sky as the monopolistic provider I believe ITV Digital had no power over wholesale pricing and Sky turned the screw. Mr Murdoch and the PRC gov are of the same cloth as monopoly providers. They will try to crush any innovation when it rears its head