Title:

Please select

Forename:

Ian

Surname:

Lacey

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

Mr Ian Lacey

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:

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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?:

Until Freesat is widely available,not the freesatfromsky service,DTT and Dsat are separate non competing entities.

Dsat is the ideal platform for those seeking more choice and capacity is generally unlimited.Freeview's predecessor On/ITV Digital proved that there wasn't really a market for the limited choice on DTT.

Sky also use their free channels as a marketing tool for sky digital anyway,they keep the red button icon on screen despite the fact their services cant be accessed on DTT and they advertise other channels and events only available to satellite customers.Surely they dont want to dilute their market ?
Freeview is however ideal for obtaining the extra BBC/ITV/C4/Five services plus a few extra channels for those who have no intention of subscribing to a pay tv service

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

None at all,in fact its restricting viewer choice by removing free services and replacing them with pay services plus its causing more expense with the need for an additional set top box as no stb/integrated tv has the necessary technology built in as of now.

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?:

Not a lot due to the limited capacity available on DTT

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 problem is that there are two pay services on DTT already,Top Up Tv and Setanta Sports.Adding a third which uses an incompatible form of encryption is not the way forward.

The only way to make Sky's service attractive would be to have innovative services such as Interactive football and multi start movies which again due to limited capacity I cannot see happening.

In honesty those seeking premium movies and sport are better served by cable and satellite due to the wider choice of services that are available there.

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?:

It would yes because Sky effectively control access to Dsat already with their EPG and the charges they levy.There is a risk that the same could happen with DTT leaving Sky with an enormous monopoly over UK broadcasting.

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?:

No comments

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

People are now buying boxes that use MPEG 2 compression,should sky's plan go ahead then those boxes are practically obsolete including all those currently in shops.

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?:

The only benefit is that a single box would use less electricity than having two boxes.However this could be said of those who have Sky Digital and Freeview.At one point I believe sidecar modules were planned that enabled a Sky Box to receive DTT and vice versa but these have never come to fruition

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

No comments

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?:

All I can suggest is that Sky should not be able to dictate how much conditional access and EPG charges should be.

They should be fair,not excessive and accessible to all broadcasters not just those favoured by Sky.

Additional comments:

At this time DTT is still in its infancy and until switchover is complete now is not the time to start messing around with the compression formats needed.

The public seems to find the Freeview concept attractive and one of the benefits of switchover is the enhanced coverage that will be available afterwards.

The Sky offer will dilute and distract the ultimate goal of an orderly transfer from analogue to digital.Maybe this idea would be attractive after switchover however in my opinion this is a step too far too soon.