

Title:

Mr

Forename:

William

Surname:

Lack

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

Mr William Lack

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:

Yes

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?:

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

I do not think there are any consumer benefit to be gained by this proposal. This is just a thinly veiled attempt to force consumers from Freeview and get them to move to Sky.

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?:

Sky has a monopoly on satellite and is unlikely to be ever challenged, so the competition is irrelevant - not everyone wants 1000's of channels or to fix a dish to their homes but they do want more than just 5 channels, but not necessarily pay for it.

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?:

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 - this is Sky trying to degrade the choice to consumers so that they feel they have to switch. It is all about hobbling the 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?:

yes a monopoly and a successful challenge in Europe against the licence fee are inevitable consequences

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

inevitably - get people hooked then take it away and then offer the only other alternative - works for drug dealers and now it seems media companies

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?:

Yes dilute their monopoly

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

further control of the media by a monopolistic organisation must be avoided.

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 of course not - once they control the market as they more or less do now, who will have the money, resources and output to compete from scratch?

Additional comments: