

Title:

Mr

Forename:

Mike

Surname:

Newman

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

Mr M Newman, Lincolnshire

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?:

They are not. I live in a non-cabled area and therefore cable is not an option and out of the equation. IPTV services are limited and some of which are only available if you change your ISP which rules IPTV out for people who are currently happy with their ISP. Pay DTT is limited due to bandwidth available on that platform. The competition if any, is only really applicable to areas who have a choice of all pay tv platforms.

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

Hardly any, the thought of premium content being made available to those who cannot currently receive it is a good one but not with the proposal of requiring consumers to need yet another STB. There is already confusion with people getting mixed up with Freeview/Freesat and the soon to launch PSB Freesat. What good is it to have a Freeview box, a Top-Up TV box and a Picnic box in addition to a Virgin branded Freeview box? There should be a box that is compatible with all for DTT. I can go out and purchase a satellite system that will work with BskyB and other satellite providers without getting confused why cant DTT have a uniform technology box?

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?:

None on DTT due to limited bandwidth, it cant compete with Satellite or Cable. There should be more than one national Pay satellite Provider, more than 1 on cable and just one type of DTT box compatible with all PAY DTT options

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 role of premium sports and movies content on DTT would be to encourage better quality programming and a wider variety of programming from all retail pay services available on DTT. The competition should really be about what each retail pay service can offer on DTT using your existing STB

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, people are going to be forced to buy a different STB each time they want to switch. If I go out and buy a landline telephone I can keep my phone and switch to whichever retailer that gives me the best deal at the time this wouldn't be the case for Picnic as people are less likely to buy STB after STB, people are already fed up with buying so-called future proof technology which is almost instantly outdated when someone comes along and uses different technology not compatible with their equipment

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?:

At the moment people can watch TV just by paying their license fee. I would be concerned that if Freeview becomes "Payview" then we are getting significantly less for our license fee after DSO.

Freeview should be left free

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

Hugely, there would be Freeview branded, TUTV branded, Virgin branded and Picnic branded boxes all by lots of different manufacturers all of which are very different. The choices before DSO are have your tv as is, have Sky or Virgin if you want to pay for premium content. Simple, free tv or pay tv. And on pay tv with cable or satellite you can choose your package of channels without changing your equipment. Pay DTT would require you to change your STB depending on which channels you wanted to watch. It's ridiculous

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?:

Hugely beneficial. We should make the move towards DSO as simple as possible. Currently you can choose your tv set without having to buy another tv set to watch a few extra channels. I believe we should be able to choose our STB and not have to buy another to watch all available channels on that platform

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

Yes. Sky is already seen as having the monopoly on Pay Satellite and Virgin on Cable, they shouldn't be allowed to push their way into DTT too.

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! Due to the extremely limited bandwidth on DTT before DSO there would be no room left for competition and after DSO if the extra bandwidth is sold off for other purposes as proposed there would still be very limited bandwidth available which should be used to improve existing services

Additional comments: