

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

A Consumer

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 a lot of competition currently, this will only increase with new technologies. Sky have plenty of opportunity in IPTV area but are not investing much in this area. They only want to hurt DTT so there is no competition for its satellite business.

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

None what so ever. This is an attempt by BSkyB to reduce market share of DTT.

Customers who can afford to pay for these services are already subscribed to Sky. This is just an attempt to make Freeview less desirable and thereby increase Sky Satellite services.

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?:

There is no scope for pay TV competition in DTT as it has been marketed to the consumer as FREEview. All pay channels should be taken off (incl Satanta).

Across all TV platforms there is little competition as BSkyB holds such a monopoly.

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?:

There will be no competition as there is such limited bandwidth Even when the analog signals go, I expect off com will allow the sale of that freq to the mobile phone companies.

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?:

If Sky have pay TV on DTT , say goodbye to any other pay tv provider (with the exception of adult content). They will undercut other providers with the sole intention of pushing them out of the market.

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?:

Reducing the number of FTA channels will have a serious and possibly fatal blow to the FREEVIEW platform. Pay channels should be very very limited in scope and availability. Adding new channels which are pay per view is one thing - getting rid of FTA for pay tv is damm right criminal. Consumers will feel betrayed by the freeview service as it is not what they paid for when getting their TV box.

The risk outlined in section 4.5 is real and accepting these proposals would ensure it will come true.

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

There will be massive confusion , as many people bought FREE view boxes. Not DTT boxes.

With the analog switch off drawing closer , many consumers will be wanting to move to freeview as they cannot afford pay tv services like sky. If the freeview platform becomes polluted with paytv , these newly switch over consumers will be disappointed with the service not being free and move to sky satellite 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 imperative that consumers do not have to buy / use new equipment. Separate STB cause environment damage, loss of confidence for the consumer and provide another point of failure.

In addition, I expect many households have more than one DTT set top box. If new equipment was needed every year this equipment would become redundant. Resulting in more waste, more confusion and more profits for sky and their manufacturing partners like amstrad.

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?:

Don't let them become the only pay TV provider then. You do have the power.

Additional comments:

Ensure there are always quality free to air channels on DTT otherwise it will become just another sky platform.

If the BBC loses its charter, there will be no realistic other commercial suppliers to sky. They will dominate the market even more than they have done with a massive influence upon British society.