

Title:

Mr

Forename:

Eddie

Surname:

Murphy

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: Do you agree with the criteria against which we propose to assess the functioning of the pay TV sector?:

Yes

Question 2: Does our overview of the pay TV market fairly reflect the key developments within this market?:

Yes but I believe you should broaden your investigation to include the charges levied on Public Houses by Sky and now Setanta.

Question 3: Do you agree with our analytic framework for the pay TV value chain? If not, why not?:

Yes

Question 4: Are there any additional comments or evidence which you wish to provide?:

A client of mine telephoned Setanta to see if he could use it in his bar - he was given a number for Setanta comercial division - It was Sky????

Question 5: Do you agree with the views we have expressed as to the level of platform and content choice available?:

YES

Question 6: Do you agree with our analysis of innovation levels in UK pay TV? Do you agree with our assessment of what has driven innovation in the past, and what will drive it in the future?:

Yes

Question 7: Do you agree with our analysis of pricing structures in UK pay TV? Do current pricing structures act in the aggregate interests if consumers?:

I believe Sky do not want live sport in Public Houses as their advertisers prefer to transmit directly to consumers houses. Their use of pricing structures is most definately not in the interest of consumers.

Question 8: Do you agree with our assessment that there is currently insufficient evidence to support a conclusion that prices in the UK are excessive?:

Not in regard to Public Houses.

Question 9: Do you agree with our initial assessment that there is not convincing evidence to support the claim that the industry is earning excessive profits? Is there evidence to support the suggestion that Sky is pursuing objectives other than short term profitability?:

It is very obvious that Sky are forcing the viewing public to watch their advertisers or not watch sport in the UK

Question 10: Are there any other comments or evidence which you wish to provide?:

With Sky advertising in all our trade press we are voices that go un-heard. Bodies such as yours are the only possible sanction to this grossly unfair situation - Publicans

up and down the country are using possibly illegal systems to allow their customers live sport, if Sky were viable they would much rather use it.

Question 11: What is your view on our approach to defining markets?:

I think you should broaden you approach to include commercial agreements!

Question 12: Do you agree with our definitions of premium content markets?:

Yes

Question 13: Do you agree with our preliminary conclusions on basic / free-to-air markets?:

Yes

Question 14: Do you agree with our assessment of market power?:

Yes

Question 15: Have we identified the correct set of intrinsic market characteristics? Are there any that you would add?:

As above

Question 16: Have we correctly captured the role of vertical integration?:

Hope so

Question 17: Do you agree with our assessment of the effects of content aggregation on retail competition?:

In most Pubs Sky is not viable to show legally

Question 18: Do you agree with our summary of the possible issues relating to the short-run operation of the market?:

Yes

Question 19: Do you share our possible concerns over the long-run operation of the market?:

Yes

Question 20: What do you see as the impact of these considerations on consumers?:

Sky or nothing

Comments:

Please help if you can there are a lot of desperate people out there who have no voice!