

Title:

Mr

Forename:

Patrick

Surname:

Mulligan

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

Patrick

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?:

No, Ofcom is not tackling the issue of `choice of supplier for the customer`. As the competition Act of 1998 section 18 clause 2a states;

18 Abuse of dominant position (1) Subject to section 19, any conduct on the part of one or more undertakings which amounts to the abuse of a dominant position in a market is prohibited if it may affect trade within the United Kingdom.

(2) Conduct may, in particular, constitute such an abuse if it consists in?
(a) directly or indirectly imposing unfair purchase or selling prices or other unfair trading conditions;

Sky has consistently raised prices by 3 to 4 times the rate of inflation i.e. unfair selling prices. Tackle this issue and not confuse things with the next 19 questions.
Simple language straightforward issues are what I want!

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

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

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

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

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?:

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

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?:

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

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

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

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

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

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

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

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

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

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

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

Comments:

Why does this reply form have to go into so much detail, this will only lead to apathy and a general reluctance to take part.
See Q1 !