

Title:

Mr

Forename:

Ian

Surname:

Nash

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

Comments:

It all sound very nice in theory but by just going after Sky all the time your just making Ofcom a laughing stock that no one will take serious if you keep it up. From another point of view many of us are still wondering why Virgin Media is still a closed platform nobody else can use it but at the same time Sky is expected to keep its platform open to everyone one, where's this level playing field that Ofcom is always harping on about.

Question 1: Do you agree with Oxera's approach to the valuation of Sky's intangible asset base? :

No

Question 2: Do you agree with OXERA's approach to assessing Sky's profitability?:

No

Question 3: Do you agree with our assessment of Sky's weighted average cost of capital? :

No

Question 4: Do you agree with the conclusions we draw about Sky's aggregate profitability? :

No, you does show how you get them figures

Question 5: Do you agree with the conclusions we draw about Sky's profitability at a disaggregated level? :

answer as Q4

Question 6: Do you agree with our characterisation of the relationship between high wholesale prices and retail pricing? :

No, its up to company what it charges

Question 7: Do you agree with our view that it would not be more appropriate to proceed in relation to some or all of the matters in question under CA98?:

to be honest after reading it through a couple of times it still didnt make sense

Question 8: Do you agree that a wholesale must-offer is in principle the best way of answering our concerns around restricted distribution of Core Premium channels? :

how do u define restricted theres only one other platform that could show premium channels and its already showing them priced the same as sky prices them so where does restricted come into it

Question 9: Do you agree with our proposal not to apply a remedy to wholesalers without market power?:

i think your trying to find excuses why you should do it

Question 10: Do you agree with our proposal not to extend a remedy to retailers on Sky's own platforms? :

to be honest this is not a Ofcom problem

Question 11: Is it necessary for us to set the prices of a wholesale must-offer? :

if you go down this road with the premium channels then you've got to do it with the basic channels too its a case of all or nothing is Ofcom up to that i doubt it

Question 12: Do you agree with our overall price-setting approach of using retail-minus, with a cost-plus cross-check?:

youve out smarted you self with that one

Question 13: Do you agree with our proposal to include HD and primary interactive sports content in a remedy?:

just how much money is Ofcom putting into this

Question 14: Do you agree with our views as the concerns relating to commercial premises? :

now this is where you could do some good but you wont you'll take the easy option as usual

Question 15: Do you agree in principle that our retail-minus calculation should start from Sky's retail prices and deduct the retail costs of an efficient entrant?:

only if you do the same with Virgin Media, BT and TopUp Tv

Question 16: Do you agree with our proposal to set simple linear prices per subscriber, allowing flexibility for other pricing structures?:

only if its done on all platforms not just one as your setting out to do remember Ofcom is supposed to treat all the platforms equally

Question 17: Do you agree with our proposal for wholesale prices to evolve over time according to a 'ratchet' approach and how should these prices track retail prices over time?:

depends how much your prepare to pay Sky to ofset there loses

Question 18: Do you agree with the principle that the same price for a 'factory gate' product should apply to all retailers regardless of their scale and choice of distribution technology?:

thats always sounded good in theory but in practise doesnt work that way for any kind of retailer in this repect Ofcom will get its fingers burnt

Question 19: Do you agree with our approach for deriving starting retail prices given the complexity of retail bundling?:

No

Question 20: Do you agree with our calculation methodology to deduct retailing costs ? in particular the use of a discounted cashflow analysis, deduction of incremental and pro-rated fixed and common costs, and the use of Sky's costs as an efficient retailer?:

its not your place to do this Ofcom doesnt own Sky

Question 21: Do you agree with our proposal to focus on deriving prices for a ?large? entrant scale retailer using DTT transmission and what are your views on our range of prices?:

no because your only hitting one platform if your going to insist on doing this then youve got to do it will all the platforms not just one and dont forget on a like for like basis between Sky and Virgin you actually get more channels with Sky than you do with Virgin

Question 22: Do you agree with our approach to deriving a wholesale price for HD services and what are your views on the resulting range of prices?:

well considering Ofcom has balls this up on Freeview i would keep away from HD if i was you, besides which theres only Sky doing anything positive in this area

Question 23: Do you agree with our proposals for non-price terms ? in particular on Minimum Qualifying Retailer, Minimum Security Requirements and a Reference offer?:

no

Question 24: Do you agree that a wholesale must-offer remedy is unlikely to contribute significantly to the administrative costs currently incurred by Sky?:

only if Ofcom is prepared to pay the differance that Sky would be losing out on

Question 25: Do you consider that our impact assessment above supports our view that it would be appropriate to impose a wholesale must-offer obligation in the form proposed in order to ensure fair and effective competition?:

you actually mean to restrict competition dont you always say what you mean

Question 26: Do you have any comments on the draft wording of this condition, in light of the positions we have set out in the previous two sections?:

you may want to try writing it in english

Question 27: Do you agree with our proposed approach to addressing concerns about the restricted exploitation of SVoD movies rights? :

if Ofcom has a problem with SVoD why did Ofcom stop the BBC/ITV/C4 version

Question 28: Do you agree with our proposed way forward on FAPL?:

nope

Question 29: In particular, what remedies do you believe we should consider on FAPL, if any?:

try rethinking it