

**Representing:**

Self

**What do you want Ofcom to keep confidential?:**

Keep name 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:**

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

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

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

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

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

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

**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?:**

**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? :**

Yes. Absolutely. There is no effective competition today because a consumer can only purchase these premium packages from Sky. Sky purchases all the rights. Just distributing the football packages into pieces solves nothing since we now must buy multiple packages.

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

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

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

Yes. Without this Sky could just use price to others as a means of not sharing.

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

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

Yes

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

**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?:**

Yes

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

Yes

**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?:**

**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?:**

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

**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?:**

**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?:**

**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?:**

Yes

**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?:**

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

Yes

**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?:**

Absolutely yes

**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?:**

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

Yes

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

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

