

Title:

Mr

Surname:

Pridham

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep nothing confidential

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 our current view that under the Proposal, Sky would be likely to emerge as the sole or main retailer of pay TV services on DTT, given its market power in the wholesale markets for Core Premium channels and its incentives to withhold its Core Premium channels from other retailers of pay TV services?:

Yes

Question 2: Do you agree with our current view that the emergence of Sky as the sole or main retailer of pay TV services on DTT and the consequent adverse effects on competition would be likely to occur in a relatively short timeframe?:

Yes, however i feel that other competitors should be looking immediately at the future of freeview and services it can provide especially considering it's popularity.

Question 3: Do you agree with our current view that Sky should not be prohibited from retailing pay TV services on DTT provided that its

Core Premium channels on DTT are made available to its retail competitors on a suitable wholesale basis?:

Yes

Question 4: If we were to consent to the Proposal, subject to a condition that Sky must make its Core Premium channels available to competing retailers on a suitable wholesale basis, do you agree that it would not be necessary to impose additional conditions addressing the provision of TPS by Sky?:

Yes

Question 5: Do you agree with our current view that the Proposal is unlikely to have a significant adverse effect on the DSO process or the appeal of Freeview to consumers?:

Yes

Question 6: Do you agree with our current view that the extent to which the Proposal may increase complexity in the decision-making process for consumers wishing to buy DTT reception equipment, this issue can be managed effectively without the need for imposing relevant conditions on Sky?:

Yes

Question 7: Do you consider that to the extent the Proposal may lead to a (greater) conflict of interests between Sky and the other members of DTVSL (the company which operates Freeview), this is a matter which in the first instance should be resolved by the relevant parties through commercial negotiation?:

Yes

Question 8: Do you agree with our current view that a wholesale must-offer arrangement, under which Sky must provide wholesale access to its Core Premium channels on DTT, is the most appropriate solution for us to pursue to address the competition concerns we have identified?:

Yes

Question 9: Do you agree that simulcrypt is the most appropriate means of allowing multiple retailers to have access to Sky's Core Premium channels on DTT?:

Yes

Question 10: Do you consider that Sky or relevant third party retailers on DTT would be provided with an incentive to reduce the effectiveness of a wholesale must-offer arrangement? If so, in what ways might they seek to achieve this?:

Yes. I think that sky certainly would want to reduce programmes watched and would certainly want extra payment with certain events (especially sports) as they do now with pay per view on satellite.

Question 11: If we were to consent to the Proposal subject to a suitable wholesale must-offer arrangement being put in place, do you consider that any ancillary conditions would be required to ensure that it was workable from a commercial and technical perspective? If so, please explain: (i) the ancillary conditions that would be required and the specific concern(s) they would seek to address and (ii) why there would be no other practicable and less restrictive means of addressing the concern(s) in question:

I think that any premium channels offered to DTT customers should 100% available without exception, therefore nullifying they negotiation of extra payments for certain programmes.

Question 12: Do you consider that our indicative analysis, summarised at paragraphs 4.7 to 4.12 and set out more fully in Annex 6, supports our current view of whether we should opt for Option 1, Option 2 or Option 3?:

option 2

Comments:

Currently on freeview you are able to pay to watch Setanta sports at a monthly cost. I cannot see why Sky cannot provide for instance a sports package on freeview in the same way, so as to leave the decision up to the consumer. Most people are not interested in the hundreds of channel now available on satellite and personally i would be more than happy if i had the choice of paying for certain packages sky offered without the need to join their overpriced satellite subscription. surely Sky could see the potential in this. I also think the three channels they currently have are better than what they are going to offer in the picnic set up.