

Representing:

Organisation

What do you want Ofcom to keep confidential?:

Keep name/contact details/job title 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, but I also believe that pricing as a whole should be investigated.
The fact that Sky are able to have a complete monopoly on Premiership games, and then charge pubs what they wish is ridiculous.
We pay over £1,000 per month per pub for Sky - how is that level of cost justifiable?

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

Yes, Virgin, BT etc must be able to compete with Sky on level pegging.

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

I have only read a short summary of the investigation and am not aware of all the details.

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

Like most Monopolies, Sky's service is slow and inept, and its handling of the competition domineering and ruthless.

There must be choice for the consumer - at the moment there is none.
If you want the full premiership, you must pay Sky's extortionate fees.

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?:

Absolutely not.

For private customers the fees are fairly unreasonable. For the business customer (pubs etc) the prices are nothing short of extortion.
£250 per week for a pub to show the premiership; how can that be justifiable?

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?:

No, I don't.

Ask Mitchells and Butler, Spirit or any other pub operator how much they pay for Sky and then conclude that the evidence is inconclusive.

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?:

No. How can over £1000 per month for one pub to show the football not be a case of earning excessive profits?

It costs no more to provide Sky to a pub than a private home.

It is the same equipment and the same signal, so why is it 30 times more expensive?

If that's not a case of excessive profiteering, I don't know what is...

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: