

**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:**

Yes

**Question 1: Do you agree with the criteria against which we propose to assess the functioning of the pay TV sector?:**

No. Criteria should be set against the ability to pay...NOT bt rateable value. Everyone knows pubs are going through a tough time..and Sky are charging excessive amounts for their broadcasts (amounts which they do not charge to other European countries).

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

Not sure, would like more information...

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

n-a

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

How can small pubs afford Sky...when I had Sky in I was getting on average 6 people to watch a match on a weekend, less for Monday matches.

My Sky costs are approx. £7000 per annum (plus extra if I want Football Plus)...as you can see the figures do not add up...so I took Sky out.

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

not sure...would like someone to contact me

**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?:**

what innovation levels? only innovation appears to be how Sky can charge more each year...Setanta are part owned by sky...so yet again a monopoly

**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?:**

current pricing structures are designed to encourage Public houses to take Sky out, so that more customers buy Sky at home....

**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.

There is ample information. you only have to see how much Sky & the FA are prepared to spend to stop foreign receivers to realise that most landlords are unhappy with the charges and can not afford the charges.

I would love to have Sky in our pub, but at over £7000 per annum I can not afford it. I am happy to pay approx. £2000 per annum (approx. 4 times what a domestic subscription is), as I do not need films etc only sport...Sky do not do sports only packages. Why not?

**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 I do not agree.

Sky are making excessive profits, anyone that looks at their details can see this. they also fuel the excessive costs by offering excessive amounts for football packages....

This is not in the interest of the UK public house industry...but perhaps that is the hidden agenda...

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

Sky need to speak with individuals...I have only ever had one reply from Sky when I have queried their costs..  
That reply told me all about the other programmes I could have, and that I should give away free food & drink to entice customers in my pub to watch Sky....

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

You need to visit normal pubs in normal towns, not cities....come to Holyhead and I will take you to the 33 other drinking establishments in the area, all fighting for the same customers (circa 12000 population).  
Again I urge you to visit small pubs in person.

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

No  
Football is not a premium content, it is a national game enjoyed by the masses.  
It should be freely available to the masses in pubs at a reasonable cost

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

No...Television without frontiers should apply as we are part of the EEC

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

Market power is Sky - they part own Setanta so no surprise that we can not get Setanta in pubs without having Sky what a con what a monopoly

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

decline in pub goes as the industry is hit by sky high Sky charges, cheap beer from supermarkets etc.

**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?:**

Every licensee in the country has concerns over the long run operation of the market....in a few years more and more pubs will close as they find they can not compete against the larger operators, against supermarkets and against Sky (their costs)...

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

less freedom of choice to drink and watch sport where they want (especially in areas like Holyhead where the nearest premiership team is over 100 miles away, so unlikely to make a trip in person)

**Comments:**

Please please think of the poor tennent / leaseholder / individual owner in this enquiry...they do not have the money of the big companies (Marstons, Wetherspoon etc).

Please take me up on my offer to show you around Holyhead so that you can see the problem for yourself. Thank you for taking the time to read my comments