

Name and title under which you would like this response to appear:

Box Watcher

Representing:

Self

Organisation (if applicable):

n/a

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: To what extent do you consider that DTT, DSat, cable and IPTV are in competition with one another for subscribers of pay TV services ? either at present or in the future?:

These services have both a competitive and a complementary components. These will both deliver maximum benefit to the consumer so long as there is not duplication of the pay TV services across the platforms.

Question 2: To what extent do you consider the Proposal is likely to deliver benefits to the consumer?:

Sky's packaging of channels is always designed to maximise their revenue. This proposal would deliver maximum benefit if every channel was separately chargeable and bundling to try and force subscribers into paying the maximum was not allowed. i.e. 6 channel subscription costs exactly six times cost of one. This would deliver maximum benefit to individuals as they could then buy only what they want and keep costs down.

Question 3: To what extent do you consider that there is scope for sustainable competition in pay TV on the DTT platform and, more broadly, across all pay TV platforms?:

The scope for pay TV services on DTT should increase as we approach digital switch over. Importantly no single company should have a dominant position in terms of the number of channels. However there will always be a significant proportion of the population who will stick with one delivery platform so competition between packages across platforms may be limited.

Question 4: What are likely to be the key aspects of competition between providers of retail pay TV services on the DTT platform? E.g. what is the role of premium sports and movies content?:

It would be better from a competition perspective if there were two movie channels from different providers and perhaps two sports channels again from different providers and if possible the movie provider should not also be a sports provider. Importantly these channels should be different to those on any other platform i.e. no duplication.

Question 5: Do you consider that if Sky were to become the only provider of pay TV on the DTT platform it would be likely to have a significant detrimental effect on competition in the long term? How might this affect the development of other platforms for the delivery of pay TV services?:

Absolutely definitely yes it would have a detrimental affect. Sky already has a monopolistic attitude as evidenced by its treatment of Virgin Media. If Sky is allowed to dominate the market, it will behave like a monopoly and will stifle any possible competition. A provider allowed to develop Pay TV on the DTT platform could build a strong enough business base to explore alternate means of delivery.

Question 6: To what extent, if at all, do you consider that the Proposal would be likely to lead to any of the public policy concerns outlined at Section 4?:

I believe that the Sky proposal is design to secure its dominant position and weaken any possible competition.

Question 7: Specifically, to what extent do you consider that the Proposal would be likely to lead to consumer confusion?:

Consumer expect freeview to be what is says i.e. free. Some are already confused about the pay TV channels that are already there. They will be even more confused after the Sky proposal especially is this will mean a reduction in the number of free channels

Question 8: To what extent do you consider that it is beneficial for consumers to be able to obtain Sky and existing DTT pay TV content without having to purchase separate STBs?:

For DTT consumers should only require to purchase one STB that will cover all channels. That STB should be capable of handling any and all pay TV channels. Consumers are confused enough about connecting one STB let alone two. If consumers are really so keen to get some of Sky's pay TV services all they need to do is get a dish installed and a Sky box. Why make DTT more confusing

Question 9: Do you consider that the Proposal might lead to any additional public policy concerns:

Yes - I believe this will be anti-competitive and in the end reduce consumer choice

Question 10: If Sky becoming the only provider of pay TV services on the DTT platform were likely to have a significant detrimental effect on competition, do you consider that it is possible to address this through a set of additional conditions and/or directions? If so, what form should those conditions/directions take?:

If Sky were allowed to do this then single prices per channel with no bundling should be set by an independent body which included a number of end user consumers. Sky would have to submit all prices and any proposed changes to this body for review.

Additional comments:

The original establishment of two satellite providers was too early in the evolution of multichannel TV. Equally the establishment of ON Digital was premature. As we go into the digital switchover there is an opportunity to foster some real competition in the delivery of media services. Let's make sure we use that.