

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

Anonymous 111

Representing:

Self

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?:

I think competition is only limited at the present time - not all areas are cabled; not everyone is (e.g. legally) allowed to erect a satellite dish; not all areas can presently receive Freeview; not all areas can get broadband access at sufficient speed for IPTV; etc. Plus switching between TV suppliers typically involves having to switch your telephone/internet supplier too, which being a hassle restricts freedom to switch.

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

I think it could deliver 'premium' / quality content to people unwilling or unable to subscribe to satellite / cable services presently providing those channels, and thereby could improve the programming available to digital terrestrial viewers.

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?:

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?:

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?:

Yes. I'm an ex-ntl, Virgin Media customer, and was therefore affected by the loss of some of the Sky channels earlier this year (which I did watch). I've subsequently bought a digital terrestrial STB, and if I were able to receive some Sky programming via that box then I might well consider paying to access such content - however it would be a concern to me if this led to a significant reduction in other (non-Sky) free-to-air (Freeview) channels.

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?:

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

I think there would be problems for public education re DSO as a whole, as well as competition concerns and consumer confusion, if each pay TV offering required a special STB of its own. This would obviously reduce consumer choice of what STB to buy (for Freeview at the moment there is a wealth of choice, which is very good) if I had to buy box X to receive a specific company's channels (and box Y to receive another company's channels, etc).

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?:

Very. I'm not against subscription services on the digital terrestrial platform per se, but I think sharing a common standard should be a condition of allowing Sky to switch to premium/subscription content. Ideally, all content should be available on all STBs (subject to appropriate viewing cards etc.) rather than new services rendering all or most existing boxes obsolete. I think introducing multiple standard (especially at such an early stage in digital terrestrial TV's life) would be very detrimental to the platform.

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

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?:

Additional comments: