

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

Anonymous 126

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?:

Name & e-mail address

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: 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 that all platforms are in direct competition with each other and with the Analogue TV switch off happening over the next few years the pay TV options will become even more competitive.

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

At present the pay TV option on DTT is very poor. I recently cancelled my subscription to Top Up TV due to recent changes in their offering and can only see Sky TV improving things. Either Top Up TV will respond with a better offering or Sky will take over and expand their offering.

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?:

With Setanta and Top Up TV already available I believe there is scope for all 3 to continue to provide a service on DTT.

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?:

I think sport and movies and the main scope for competition. However with Virgin 1 now on DTT I think the competition from Sky 1 & Virgin 1 on the same platform can only be good for the viewer.

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?:

If only Sky TV were available on DTT this would be due to the public choice and therefore would not be detrimental to the public. Other platforms and providers such as BT Vision would probably see an increase in subscriptions from consumers not wanting to subscribe to Sky TV.

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 do not consider that this proposal would be likely to lead to any of the concerns outlined.

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

The DTT platform continues to change (UKTV History channel to Dave being the latest change) and therefore I would not see this proposal leading to major confusion

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?:

I would see this as a great improvement. Not everyone want to have a satellite dish on the side of their house or has access to cable TV and the current Pay TV offering on DTT is very poor.

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

No

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?:

I do not see the need for additional conditions. If sky were to become the only provider it would be due to the poor offering currently available from the DTT providers already trading. I am quite sure any capacity would soon be taken up by other providers.

Additional comments:

I would welcome the opportunity to get Sky TV without the need for a satellite dish or cable.