

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

Anonymous 128

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 believe that there is very strong competition between all platforms for Pay TV customers. Free to air channels also suffer from the same competition.

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

I do not believe that this delivers benefits to the consumer. Those wanting Sky services can already get them through BSkyB's existing satellite operation (which anyone can use). BSkyB's aggressive approach to business has led to them dominating in this market (and competing heavily with other services). By allowing them access to the Freeview platform for PayTV, this gives them another opportunity to compete over-aggressively and dominate a platform to which many have moved to get away from Sky. In short, if I wanted Sky I would have bought it from them.

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?:

I do not believe that the DTT platform should be used for pay TV. Freeview should be free; spare channel capacity should be used to expand the range of free programming or launch HD services.

There is scope for sustainable competition across IPTV and cable as this is open territory; however I do not see much scope for competition in the satellite arena.

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?:

Sports and movies are bound to dominate as services being offered as these are high-income sources. However, I do not believe there is demand for this type of service on Freeview as people will either get this from Sky or through other means (IPTV, video rental, DVD club schemes).

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 this would give rise to serious competition issues and would allow them to control pricing in the market. Very unhealthy and unwelcome.

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 strongly believe that confusion will arise if Sky is given the go-ahead and furthermore that this will devalue the Freeview brand. Freeview should be free.

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

This will lead to massive consumer confusion in an already confusing market - viewers are already faced with: Sky digi, Sky +, Sky HD, Sky Freesat, cable, IPTV, Vision, Top-up TV, Freeview, Freeview+, Tivo, with new services coming from BBC on their Freesat offering.

Adding another box/service will confuse especially given that Freeview is likely to be the only choice of TV for many people once digital switchover takes place and this will therefore affect many people on low income or who are elderly, cannot afford to make an incorrect decision or are more likely to be confused.

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 believe this is fundamental to the principal behind Freeview that there is one service and one type of box. Introducing others just causes confusion and steals channel bandwidth away from those who want free channels.

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

I believe it is important to recognise that many people have moved away from Sky for many reasons onto the Freeview platform. There may be resentment and unhappiness if Sky are seen to be encroaching on a platform that was originally designed to be free and to provide a range of programming from PSBs.

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?:

No I do not believe it will be possible for Sky to have appropriate conditions attaching that would overcome these issues and personally would take a hard line. If Sky want to launch new services, they can do so over IPTV (which is a new and as yet immature market) or through satellite (where they dominate). Freeview should be kept free and for public benefit.

Additional comments: