

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

Anonymous 159

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?:

My personal details

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 believe they are all in very real and serious competition both now and in the future

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

I don't believe there will be any benefit in removing FTA channels and replacing them/any with subscription channels

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 don't believe there is any further scope for Pay TV on DTT, there are already 2 operators offering subscription models on DTT and think this detracts far enough from what was sold as Free in the first place

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 don't believe there is or should be any scope for PAY TV on DTT, there are a dizzying array of options for Premium Sport and Movies away from the Freeview arena which are open to most if not all of the country that freeview covers. Premium Sport and Movies are there to generate income and viewers for the relevant companies, at a price ! I fail too see how premium sports and movies on freeview are a good thing for consumers when the other options for these services are there on other platforms in the first place

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?:

Sky already have a tight grip on the Pay Tv market (look at the recent Virgin Saga) They don't need any further footholds in other systems which will allow them to exploit their position further. ANY further increase in Sky's activities in any arena of broadcasting is damaging for consumers in choice and in cost.

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?:

If Sky's proposals were passed there would be a very clear conflict of interest which I feel is unhealthy and would again damage the reputation of DTT in a similar way that ITV Digital had done so previously. Freeview was marketed as an alternative to Pay tv, more channels more choice. Why would the people who adopted that motto and anyone else in the recent uptake want to purchase another receiver to view a handful of channels, surely this is restrictive due to cost and also loss with regard to losing those channels to Pay TV

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

I believe that allowing Pay Tv already on DTT has damaged the brand and reputation enough. Already the shift has gone towards other digital receivers being needed in order to view the full array of channels available on the platform. If Sky's proposal is accepted it will require yet another receiver to view the channels, confusing the consumer further and damaging the "Freeview" name and brand further.

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 don't believe that there is any benefit for customers in receiving Sky in a Pay TV form on DTT, it would be very detrimental too loose the channels from the FTV side of things to Pay TV and also having to purchase another set top box is going to confuse matters for consumers further. If SKY want to enhance their presence on DTT with a Pay TV service they should be forced to enter a joint venture with Top Up TV using their existing system and set top boxes to avoid further confusion and unnecessary equipment thus appealing to the Pay TV audience on DTT and not muddying the waters further.

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

As I've mentioned previously I believe there would be a real conflict of interest and this and other areas I feel would cause big public policy concerns as it would be easy to exploit their position of Dominance in the future

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?:

As mentioned previously, the only conditions I feel are fair for Sky to join the DTT platform with a Pay TV offering is to force them to join with Top Up TV and use their existing systems/set top boxes etc. This would appeal then to those current Pay TV adoptors without having to spend more money on another receiver. I realise that this would reduce the amount of channels offered but feel it is a better balance so not to confuse the market further and appeal to their intended target audience. In the strongest terms possible I don't feel there is any other regulation/conditions/directions that would be beneficial to the end user/customer especially as we get nearer to Digital Switchover, it will be enough of a headache getting everyone switched without adding further confusion to the mix

Additional comments: