

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

Anonymous 162

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?:

Currently DTT represents little/moderate competition

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

Access to high quality content currently unavailable.

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?:

TUTV represents little competition with regard general entertainment.

Setanta represent moderate competition with regard sport.

Sky would significantly increase the level of competition from DTT against other platforms.

DTT can not deliver the quantity of content of other 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?:

Limited bandwidth.

Sports/movies of interest to some.

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.

Have little effect on other platforms.

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?:

Sky must release a CAM for existing IDTVs and PVRs.

OR use Mediaguard CA which already offers CAMs.

CAMs exist for MPEG2/MPEG4 conversion even greater reason for Sky to release one.

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

No more than the existence of TUTV and Setanta does.

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 important.

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?:

Control of the CA system must be passed to Arqiva/NGW.

Additional comments:

With the general increase of quantity of content from broadcasters during the last couple of years, the loss of 3 channels to Freeview will have little impact.

Any impact is outweighed by the proposals overall increase in content quality on DTT.