

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

David

**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 and contact details confidential please. You can use my first name

**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 don't consider any of them to be in competition with each other for subscribers as each platform offers differing choice of equipment, content and price structures. Currently DTT users are denied Sky's premium services, equipment and the choice of buying it.

It's really all about what price you are offered, whether you can receive all services or weighing up the pro's and cons of all services. Therefore I would argue that they are not in competition currently or the present.

If it comes down to one or two content providers in the future there would be competition and less choice for subscribers

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

It would give the consumer more choice to be able to decide whether or not they wanted to get SKY through DTT. Currently there is only one service on DTT that

charges for content which is TOP up TV which is bad for the consumer as there is no choice.

It would give the consumer access to better equipment and advances in technology through MPEG4 which can only be seen as an advantage and also through IPTV services.

**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?:**

Currently there is no choice of pay services on DTT which is bad for the consumer. I would like to point out that by having choice of Picnic and Top up TV it would be beneficial to the consumer. Therefore there is scope for more competition on the DTT platform.

By coming on DTT it would give consumers the choice of whether they wanted to have DSAT, Cable (If they can receive it) or DTT.

Although I would stress there would only be sustainable competition across platforms if Picnic offered a different pricing structure to SKY on DSAT. For example for I would expect to pay less for Picnic because of the limited availability of content on DTT. If I wanted all of Sky's channels I would expect to get DSAT and pay more.

**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?:**

Again this comes down to choice of content and price offered. I prefer Setanta because I get 46 odd Premiership matches for £9.99 a month. To be honest that's all I get time to watch. However some of my friends are football addicts and would like the Sky Sports service on DSAT.

If Sky Sports offered a better service for a similar price then I would consider switching to Picnic. Overall it's about content and price.

**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 would worry that if Sky became the only pay service on DTT it would have a bad effect for consumers because they can then increase the price.

However I don't believe it would affect the development of other platforms for the delivery of pay TV services. As a consumer I just want choice of price and content and would welcome Sky on DTT.

**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?:**

Again I believe there should be 2 pricing structures that are dependent on the content offered to the consumer. For less choice and content I would expect to pay less on DTT. If I wanted the full range of services I would go and get DSAT.

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

I don't think this would lead to consumer 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?:**

If the STB was stable with equipment and software, could offer MPEG4 (HD) and have a hard drive which was similar or better than the current one's on offer I would consider buying this as long as it was MPEG 2 compatible.

If Picnic was going to give me MPEG2, MPEG 4 and HD and a stable STD I wouldn't then mind paying the money to get a new box.

**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?:**

Yes, through a price - content ratio. For example on DTT you would get less services and not the full range of Sky Sports, Movies, Children's and factual channels you would get on satellite. Therefore I would expect to pay less on DTT for this service and more on DSAT for more choice.

I however would like to see the choice of more IPTV choices of premium content that I then would decide to upgrade to if I wanted.

**Additional comments:**