

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

Anonymous 190

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 the main competition is between cable and DSat - DTT is only marginally involved in pay TV

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

No benefits. Given that Sky already own one of the major platforms (DSat) it seems unnecessary for them also to start delivering pay channels on DTT. Surely a better model would be to keep DTT for free channels and allow anyone who wants pay TV to subscribe to satellite or cable. This is likely to be detrimental to the majority of the population who aren't interested in pay TV since there will be competition for capacity on DTT which will reduce the number of free 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?:

Very little on DTT due to capacity limitations.

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?:

As I said above, genuine competition is likely to be very limited. We should be more worried about the anti-competitive aspect of Sky getting involved in another pay TV platform.

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?:

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 think that the big danger with this proposal is the start of a migration of the freeview services to pay per view. This would be very detrimental to the majority of viewers who do not want to pay a subscription.

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

I suspect that consumer confusion is likely to be a major result of this which is exactly what is not wanted with DSO.

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 little. I think it is reasonable to say that people who want pay TV should purchase a subscription to Cable or DSat

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

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

Additional comments:

The questions here seem far too obsessed with competition in the pay TV market. OFCOM should be more concerned about the detrimental effect on the majority of viewers who are not interested in subscribing to pay TV. The worst case scenario would be that this could be the start of a creeping change of DTT to pay services which would eventually end up with very little for people who are not prepared to subscribe. Also with the proposed changes to the DTT system in the offing it seems a very bad time to be committing to changes such as this. I urge OFCOM to reject this proposal.