

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

Anonymous 193

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, I think that the limited amount of Pay TV on DTT cannot compete with other platforms. The nature of Cable, IPTV and DSat allows those platforms to offer a wide variety of content at different price points. DTT currently only has basic content. As such, it is not in competition with other platforms, offering a simple alternative for those who want a small amount of Pay TV through their aerial

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

I think that as the proposal will offer more than just basic TV programming, the consumer will have a new choice when they are looking for pay TV. This will mean that they can stick with their existing aerial and can even install the system themselves.

On the other hand, DTT bandwidth is very limited and having too many Pay TV products on the platform will result in fewer free TV channels for the majority of the

UK's DTT users. This could be quite damaging in the long term as people are used to Terrestrial being a free platform.

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 think that the pay market on DTT is currently very limited. Competition will depend solely on content being offered to consumers - the service(s) with the most desirable content will end up being the most successful. As such, I don't think it's possible to say that sustainable competition as DTT is not able to offer several high quality pay TV services with equal content.

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?:

Premium Sports and movies are likely to be the key selling point. Current Pay TV offerings do not provide these as a main selling point, as they are not interested in providing premium content. They are more concerned with providing basic content with a small amount of programming in each genre to cater to different needs.

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?:

I do not believe that Sky would have a detrimental effect on competition if it became the only provider of pay TV on DTT. As Free DTT has been established as a successful offering already, the desire to offer pay TV to these customers has grown. As long as that desire exists, and new ventures are able to offer something that existing options don't then they can be successful.

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?:

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

I do not believe that a Sky Branded DTT product would cause any serious confusion. As there are already pay TV services on DTT, each with differing hardware requirements I believe that the initial confusion over a Free platform gaining pay TV services has gone.

As for a Sky branded service, I think that it could be easily explained that the product came via an aerial instead of a satellite dish or cable.

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 that it would be beneficial for customers to have access to all services with one box, however I do not believe that technical innovation should be dropped in order to support older systems.

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?:

Additional comments: