

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

Anonymous 198

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?:

I do not consider DTT to be in competition with with of the other 3 at all. I think branding it "Freeview" was the correct move - it should be for FREE TV. For those interested in subscribing to TV there are alternatives already.

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

Absolutely none. All it will do is restrict choice from those who do not wish to pay for TV beyond the initial investment. For those interested in subscribing to TV there are alternatives already.

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?:

Absolutely no scope for competition on pay TV on DTT.

There is great scope for competition for Pay TV on cable and satellite, although something needs to be done about the shambles earlier this year that allowed Sky to pull its channels from Virgin cable, abusing its market position

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?:

There should not be any at all.

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?:

Absolutely. Sky are already a dominant force in UK TV, and should not be allowed to severely harm the DTT platform in this way.

In fact the existing pay TV on DTT should also be removed in my opinion, opening up the capacity for more free channels.

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?:

Greatly. Reducing the number of free channels would greatly reduce the appeal of Freeview

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

I do not think it would lead to customer confusion, just customer annoyance about the lack of choice available for those who do not wish to pay for TV

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 this fiasco is to go ahead, it MUST be by using the existing hardware, as too many people have invested too much already.

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

If this was to go ahead, the main concern would be that Ofcom are just bowing to Sky pressure and have no real relevance in today's world.

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 conditions would help. If Sky want more customers then they can handle it through their existing satellite medium without affect customer choice elsewhere. Bringing down the cost of a Sky installation to say £30 (similar to a Freeview box), and allowing a better subscription model (e.g. only pay for the channels you want, at a reduced price) is one way they could achieve this.

Additional comments:

As I understand it, Sky were given the availability to broadcast 3 FREE channels on the DTT platform initially. If they no longer want to do that the space should be opened up to bidders who are willing to provide free TV