

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

Anonymous 199

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?:

DSat and IPTV are very much in competition with DTT so much so that they would like to dominate DTT.

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

The consumer would not benefit in that it would mean having to pay to view which is the opposite of what Freeview was meant to be.

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?:

There is no scope because of the way that B Sky B works to dominate and reduce choice from other competitors re Virgin Media and Sky.

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?:

The competition would be one way, in that Sky would overwhelm other channels.

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?:

It would make the other competitors think of charging for services thus negating the idea of 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?:

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

It would make the public think that DTT was an arm of Sky.

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?:

It would not be beneficial as it would lead to confusion and extra costs to buy the digital boxes.

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

Yes as it would cause confusion.

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?:

I would suggest that the present Sky free to air programmes should remain as they are if Sky wishes to add PTV.

Additional comments:

