

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

Anonymous 200

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 think they are in competition with each other.

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

I think it will make SKY channels available to those unable to install a satellite dish (eg rented flats) and no access to cable.

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?:

They need to be compatible - have a single viewing card to prevent having to insert a different one for different channels.

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?:

Direct - Setanta vs Sky Sports

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 think losing Sky News would reduce competition in news channels 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?:

I would be concerned at SKy emerging dominant from all pay TV.

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

Certainly on DTT where there are different providers - eg top up tv, Setanta already.

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 willl be useful.

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. There should be additional conditions - such as they could market their channels via top up tv - existing providers.

Additional comments:

I have no objection to losing Sky 3 and Sky Sports News. However, to remove Sky News from free DTT would reduce the provision of News on DTT - there would be no competition to BBC News 24. I would rather permission was granted to allow Sky to use 2 channels not 3, keeping Sky News in MPEG 2 viewable by all. It is not good keeping it but changing compression to MPEG 4, as no existing equipment would receive it. So, please keep Sky News free to air on DTT.