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

Anonymous 1

Representing:

Organisation

Organisation (if applicable):

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:

Yes

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?:

They are in competition but the fact that each requires separate hardware makes consumer choice difficult and swapping hard to understand and expensive.

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

None what so ever.

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 a level of competition for funding as without viewers there is no advertising income to the provider. Competition fails when you have to buy a box to watch each option. Example we have four freeview boxes now for our 4 TV sets. To watch Virgin needs another box, to watch Top Up TV a 2nd box and Sky a disc and a box all per TV. Hardly sustainable competition.

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?:

Personally I have not got the cash for premium or any pay TV services so a partly academic question. The existing pay TV options from SKY et al have effectively killedmost of my TV sport viewing as you have to have Sky sports or Setanta pay for services to view the matches.

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, YES, YES. Part of the problem is boxes etc as for Q3 above. If you have bought a Sky dish and box why change if a new provider comes along and new equipment has to be bought.`

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?:

A very strong likelihood of the problems occuring. It is more than coincidence that as we near digital switchover one of the main players in pay for TV announces it wants to withdraw the bits of free to air Tv it currently offers on Freeview and wants to change the technology it broadcasts on.

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

A Freeview box - v - a fee plus Sky dish & box is simple and understandable. Is stated for Q3 more technology and more boxes will just deter viewers and cost them more hard cash to convert. It has already cost me for example around £120 in set top boxes, to get the bed room TV onto digital needs a new aerial (more cost) plus a box. It needs to be simple and basic.

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 strong yes. See Q3 above.

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

One monopoly provider of many types of broadcasting service is enevitable if each pay provider is not compelled to provide a set % of FTA content in order to get a licence to charge. Sport is almost a Sky monopoly already.

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?:

Very difficult but one solution would be to only allow each operator (including owned subsiduaries) to have a maximum set % of the available channels so that there will always be slots available to competitors. Also as for Q9 a fixed % of air time as FTA broadcasting

Additional comments:

When I read this news I was appalled to thiink that Sky could get away with it. OFCOM must act to ensure the there is a wide range of FTA broadcasting available, with no fee other than the licence fee to pay, and which is receivable with a standard set top box.

The digital switchover must not be allowed to be siezed by Sky as a bully boy opportunity for ripping off the citizens of the UK.