

Title:

Mr

Forename:

Mark

Surname:

Bailey

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

Mark Bailey

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep nothing confidential

If you want part of your response kept confidential, which parts?:

None

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?:

The platforms are in competition with each other as they all offer additional tv channels to the consumer, The competition does vary between different areas in the UK as not all platforms are available in all areas. Although Freeview does not directly charge the

consumer, it does provide competition to the pay tv services, by the channels and services it offers.

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

I do not believe that the proposal will offer any benefits to the consumer. DSat is available throughout the UK. If consumers want premium sports and movie channels they can subscribe to DSat or 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?:

The DTT platform has finite number of channels. Top up Tv already provides a premium television which requires a specific box. Sky propose to launch another box for their pay television service. I believe that this will make the dtt platform complicate for the consumer.

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?:

Sky already dominate DSat and Cable platforms with their premium channels. I believe if they offer premium services on the DTT platform this will extinguish competition between TV providers in the UK and SKY would dominate UK television.

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?:

Freeview provides a platform which is easily available to consumers. If SKY were to become the only provider of pay tv on dtt this would reduce the choice to the consumer as channels which are currently freely available would be taken up by pay tv.

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?:

Freeview currently provides a simple system which is available for the cost of a £20 set top box. Pay TV services are already available from top up tv if required. If Sky introduce a pay tv service this will make the system more complicated with the consumer requiring different boxes for different services. It will also reduce the number of channels which are currently available freely.

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

The different equipment required to receive different dtt services would lead to consumer confusion. Confusion could also be created by what channels are available from which provider and whether non pay tv channels were available on dtt platform.

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 do not believe the consumer would benefit from Sky's proposal as the premium channels are already available on the Dsat or Cable platforms. It would reduce the choice the consumer has.

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

Yes, It would contribute to the lack of pay tv competition. Freeview would also lose channels.

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?:

Sky should not be allowed to offer pay tv services on the dtt platform. It would reduce the choice consumers currently have,

Additional comments:

Thank you for the opportunity to comment on Skys proposed dtt service