

Title:

Mr

Forename:

Stephen

Surname:

Bates

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

Mr Bates

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep nothing 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?:

Reasonable provided the demarcation between the existing options is maintained at least until the Digital switchover has been completed.

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

Minimal. Freeview should keep to its title.

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?:

Plenty at the present time.

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?:

Sport in particular. One provider should not be allowed a monopoly or near monopoly of any area.

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?:

I believe that allowing Sky to become the only provider of pay TV on the DTT platform would have an extremely detrimental effect on competition. This would in my view also have a serious detrimental effect on the development of other platforms as well.

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?:

To a large and unacceptable extent.

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

Consumers could well be confused to a large degree. Why else was Freeview so named?

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 beneficial but see my answer to Q.7. Pay TV should be limited on Freeview.

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

Yes.

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. At this point in time ie prior to the general digital switchover no further pay TV channels should be allowed.

Additional comments:

The present clear demarcation between Freeview, pay TV, Satellite and Cable should be maintained at the present time. It can be reviewed after the Digital switchover has been completed.