

Title:

Mr

Forename:

Trevor

Surname:

Bowley

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

Trevor Bowley

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?:

Sky is very dominant with Virgin cable restricted and Freesat an unknown quantity in all except remote areas. Sky is dominant because it is easy for most people to access satellite tv. Sky has an inbuilt advantage over its pay tv competitors.

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

There are no benefits to the consumer.

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 little real competition between Sky and the other platforms. People either pay or not. If they pay then Sky have the advantage of being more accessible. Those who don't pay have to rely on Freeview for its offerings. There will always be a greater range of programmes for pay tv customers. However, most viewers access a limited range of programmes anyway. The real difference is the access to sport and films on tv.

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?:

Pay tv offers choices of individual competitions and films. Sky is dominant in the choices it offers. The other providers are therefore more limited because they have failed to outbid sky for the output. They cannot reach the same audience numbers as Sky because of the availability of service.

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?:

Sky as the sole provider would not be in the consumers' interest and it would discourage competition from outside Sky as well as affect the offerings from within Sky, ie., complacency within the Sky organisation.

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?:

People deserve choice. Competition is healthy because it stimulates quality. Forcing people to pay for Sky or having little else to watch is a choice of sorts but not an actual choice in reality. It's merely a case of having or not having a range of programmes to access.

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

Most people will soon understand what they can and cannot view and why. When digital broadcasting is universal in the UK, it should be clear what the choices are.

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?:

Over time people will buy tvs with in-built Freeserve boxes and separate boxes will disappear. Prices will eventually come down. Separate pay tv boxes will become more sophisticated and record programmes as a matter of course.

The consumer today doesn't consider the purchase of a box too onerous. A new aerial or tv recorder is a different matter.

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

The public is concerned about the dominance in the market of a worldwide company with aggressive marketing and control over many media outlets.

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 must not be allowed to have greater dominance than it has already. It should have to provide a number of free channels as a commitment to the public service. Allowing it to do just as it wants would be an abdication of responsibility by Ofcom.

Additional comments: