

Title:

Mr

Forename:

Peter

Surname:

Bowyer

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

NO to Picnic

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?:

Except the BBC, all would like to be the dominant pay to view supplier on DTT if allowed to.

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

The consumer will not benefit from this proposal. BSkyB territory is satellite and that is where they should play. If they wish to provide DTT content then it should be free.

Unlike satellite there is no unified DDT pay to view subscription service. Adding a 3rd pay to view subscriber on DTT will only make life more difficult for the consumer. They will need new boxes and a plethora of subscription cards to view the service.

The only reason for BSkyB wants pay to view on DTT is to put pressure on Sentanta.

If this proposal is allowed then Virgin Media has a good case for pay to view DTT service. So where do you stop?

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?:

DTT should be free to air. Suppliers should put broadcast services only on that basis. If they want to be paid for them they can go to satellite & cable.

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?:

The key aspect is how much money the providers can make. Its not about choice & quality, its about making money.

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?:

BSkyBs' policy is to destroy all competition all its actions are targeted to that aim. The presence of BSkyB in any format on DTT has a detrimental effect.

If BSkyB is allowed then Virgin Media have an equally good case for pay DTT services.

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?:

Totally. 2 pay to view DTT providers are enough there should no more.

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

There are already 2 pay to view providers on DTT. Another one will add to consumer confusion. There is then the question on whether Virgin Media should be allowed a subscription DTT service to give them a level playing field with BSkyB

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?:

This is essential. Why should the consumer be forced to purchase new equipment.

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

Yes.

DTT is known as Freeview and that's just what it should be.

Where does the number of pay to view services DTT stop. Virgin Media next?

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.

BSkyB have a track record of media dominance. No proposals would address that other than preventing BSkyB having pay to view DTT services.

Additional comments: