

Title:

Mr

Forename:

Alan

Surname:

Dunn

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

as above

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?:

it appears to me that the more successful you are the more the less successful want to knock you. by this i mean, that sky have and are continuing to invest in the latest technology to provide us the viewer with choice. why is it that the company that has built up the biggest base despite competition over the years from other uk providers has to share its premium viewing with its competitors who put nothing at all into the

provision of top class entertainment. we only have to look at the eec decision to prevent the premier league from allowing sky to bid for all 6 packages. this has resulted not in cheaper availability to the viewer, but where it cost between £50- £80 for a prem plus season ticket. it allowed setanta to charge £15.99 per month which was then dropped to £9.99. resulting in a 12 month contract. which actually cost the viewer more money than it was meant to. i think that decision was wrong in hindsight and proves that to open up entertainment to all and sundry does not equate to cheaper viewing. then there is the coverage and picture quality. it doesn't add up.

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

none. the only people to benefit will be the people who have a financial stake in those who appear to have banded together to knock the company that has invested the money in both technology and programming

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?:

yes there is scope for competition, however we must not forget that for only 1 company to be seen to be investing in the future of our television entertainment is unfair. and to open up further access to these other companies who to be fair. are only surviving through entertainment like sky sports. without sky sports there would be no setanta or virgin media and also to a lesser extent no btvision. sky have built up such a large subscriber base because of the quality of the product that everyone else wants a piece without the costings.

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?:

as above, without sky sports virgin media would die, sky sports is the biggest single factor in the success of all pay tv viewing across the entire spectrum. sky invests but has to reward those who don't.

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?:

as stated above, without sky sports virgin media would die like on digital. the development for the other platforms should not come off the back of sky who have built up a successful entertainment business but on the back of their own investments. sky must be pulling their hair out at this, another investigation into why they have and continue to be a success. you only get out what you put in. that's how it was brought up. what right do these other platforms have for access to everything sky

have brought to the people? none. you cannot say that sky have to make these available to other platforms. they are readily available for the people to choose for themselves already.. if you want fizzy pop you can have it. if you want champagne you can have that too.its the same with the various platforms that are available.

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?:

these are not public concerns that should be addressed as to most there are nothing other than voices for the other platforms who are challenging sky at every opportunity.and not in my opinion views of a non affiliated group of independents.

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

you appear to underestimate the intelligence of the modern day viewer. why would they be confused. there is more confusion now caused by the numerous complaints by other platforms to regulatory bodies like ofcom.do you really think these other platforms are complaining for the benefit of the customer. i think not. it is only for self apparent reasons. like not making enough money, virgin media losing masses of money every single day, setanta, who without the financial aid from the ecc decision to stop sky having all six premier league packages. thats confusing for everone. cheaper with sky then ecc involvement then more expensive.

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?:

choice is a wonderful thing. let the people choose. sky for investment or others jumping on sky products without which they lose the majority of there customer base. alternatively if they think they can succeed without those channels like sky sports let us see if they can.

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

addressed in question 6.

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?:

we need to have a look at how the current rate card is unfair towards sky and not the other way. virgin media show sky sports.why? why no virgin media money being invested in either technology or programming like major sporting events? they now

have setanta sports too on the virgin media platform ,offering it free on xl package. there arent even charging customers for it but they are for sky sports.ask your self.. why? babysham? or champaigne? i choose the champaign. the choice is there.

Additional comments:

i believe the complaints should be dismissed. they have no foundation and are not for the benefit of us the viewer but for the self centred financial needs of companies who have lived on the back of programming like sky news, sky one, sky movies and more importantly sky sports.