

Title:

Mr

Forename:

Bernard

Surname:

George

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

Mr B George

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?:

Totally, although hybrid solutions will provide greater flexibility and functionality in the future.

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

I'm am totally against the proposals on the grounds that BSkyB has far too much influence and control in the British media. This is already an extremely unhealthy position. The expansion of the Murdoch empire into terrestrial broadcasting with the outrageous purchase of shares in ITV and now the potential to grab a powerful foothold in terrestrial pay-TV is simply frightening.

I can see only limited benefits in terms of additional/varied program content, but this is duplication of what is available on satellite, and so brings benefit only to those who cannot have a dish.

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?:

Little. The clear expectation is that terrestrial television is free, and that it is something that the British public can rely on staying free based on payment of the TV license fee. Look at the problems that Top Up TV have had making pay-TV work on terrestrial. There is surely only room for a single player, and they would have a dominant position once a stranglehold of the market has been established. This initial position could be established far more easily by a media super-power like BSB than a small-time operator like TUTV by throwing money at subsidies, incentives and slick advertising.

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. Only room for one player, who would then have a virtual monopoly, just as BSkyB have in the satellite pay-TV market.

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?:

Of course! How can it not when they have such a massive percentage of the media market in the UK? It would completely stifle any possible competition. BSkyB operate on the basis of total annihilation of all opposition.

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?:

The proposal, if given the go ahead, would almost certainly mean the total implosion of alternate opinion and debate outside of BSkyB and the second-class BBC and other PSB's.

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

With the likely introduction of the DVB-T2/MPEG4 platform that Ofcom is trying to force on the industry (to allow it to sell-off the national spectrum liberated by DSO) - massive confusion. We could have three competing terrestrial systems giving rise to the greatest confusion over television standards since the beginning of broadcasting.

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?:

Slightly.

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

Likely, based on the dominance of a single commercial entity.

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.

Additional comments:

It's madness, and should be dismissed outright.