

Title:

Mr

Forename:

Roger

Surname:

Gibson

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

Concerned Freeviewer

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?:

DTT was introduced as Free View and should not be in competition with other delivery means for pay TV.

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

I can see no benefit for DTT consumers. If consumers wish to access pay TV channels there are plenty of delivery means other than DTT, Dsat being the most obvious one.

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?:

I do not consider that pay TV should be allowed in DTT channel capacity and there is little scope for competition against an almost monopoly such as Sky. Across all pay TV platforms the same near monopoly applies, hence very little competition.

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?:

Having tried, and abandoned, pay Dsat services from Sky and cable TV from Telewest, I think the key aspects of competition is to provide the best entertainment denoted by the channel name, i.e. sport, movie, drama, music etc. On the pay TV channels movies soon start repeating and there are only so many times you can watch the same goal being scored. Having said that, there is a role to give freedom of choice to those who want to watch the top events and matches as they happen, if they are willing to pay. The sport teams and authorities want to maximise their profits. Similarly for the latest movies. The PSB channels can only afford to show sports and movies when they are no longer prime viewing.

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 think a monopoly would be detrimental to competition in the long term, especially the PSB channels. The development of other platforms for delivery would move at the pace set by Sky.

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 cost to PSB providers of showing sport and movies would escalate to the detriment of other programmes.

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

A significant number of consumers are confused now, this will only increase, especially as TV's are advertised as Freeview ready only to find that pay TV is included.

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?:

For those with separate TV and STB, one box suits all is an advantage. As more TV's become FreeView integrated, a separate box would be a retrograde step, and a return to the cable muddle around TV, box, VCR and digital recorder etc.

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?:

I don't think additional conditions and/or directions would be effective. They would be slowly eroded as evidenced by pay TV now in FreeView.

Additional comments: