

Title:

Mr

Forename:

Brian

Surname:

Gwyn-Davies

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

Brian Gwyn-Davies

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:

Yes

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?:

At present all are in equal competition to offer consumer choice. Freeview DTT is an excellent service for inclusion to consumers who would not normally be able to afford a service.

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

The Sky proposal is only of benefit to Sky and not the consumer. This proposal should be rejected to prevent SKY monopolising media supply and destroying Freeview DTT.

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 already plenty of scope on all mediums for sustainable competition on pay TV platforms.

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?:

Premium content will always have the option of charging the rate at which consumers will pay. If the charge is too high then consumers will not take up the offer. Plenty of competition at present.

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 cannot be allowed to destroy all the other providers due to their financial capabilities. Competition must be allowed and smaller good quality providers protected.

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?:

Very likely to price consumers out of the market or at worst to falsely encourage the poor to pay for content they cannot afford.

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

Proposal would cause confusion due to more complex options on how much to pay for what is seen to result.

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?:

Consumers have Freeview DTT STB's and do not want to buy new versions to satisfy SKY.

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

Sky would be in a more monopolistic position and a threat to free viewing in the future.

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 - Sky must not be allowed to become the sole provider of pay TV as it would end choice for consumers and lead to the danger that Sky would dictate what we can watch.

Additional comments:

Sky cannot be allowed to have their options granted.