

Title:

Mr

Forename:

Michael

Surname:

Holden

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

Mr M Holden

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?:

If you can receive cable then there is more choice . If not the choice seems to be satellite only as DTT has limited subscription channels

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

It will allow some additional choice

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 a limit to the number of channels/programmes can be sustained With regards to pay TV this would be Movies/Sports and some specific specialist areas

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?:

It must be that there is choice ;

Sports for me is a key area and therefore one provider buying up a large percentage of the rights will be detrimental

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?:

Yes because they will have a monopoly

The development will be done on what is good for sky not necessarily the viewers

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?:

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

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?:

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

Sky sports news is only dedicated sports news channel and therefore should be free to air

Sky News there are other options such as BBC BUT not having Sky News FTV would limit choice

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?:

There would be conditions attached so that Sky would be constrained say on increases by a reasonable formula as usually once people subscribe they absorb the increases as you get used to the choice

Additional comments:

Process for response very good straightforward