

Title:

Mr

Forename:

Andrew

Surname:

Hughes

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

Why bother with digital at all?

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?:

I don't consider DTT to be in competition with the others, given that it is still primarily seen by the public as a free platform, even though this seems to be being hijacked at every turn.

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

I don't see any benefits at all.

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 none; there are already many other appropriate mediums for pay TV for those who want it, whereas we are continually charged for supposedly FTA services (e.g. it is not made clear to the general public that they can have satellite without Sky's paid tv services).

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?:

On DTT none; there are already other mediums providing this content.

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 would monopolize the limited space on Freeview with paid channels inaccessible to the majority.

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?:

What section 4?

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

It is very likely to cause confusion if there is an additional paid service on a supposedly free platform that requires yet more hardware to acquire.

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?:

Very beneficial, but probably not technically feasible.

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

Yes, through the creation of another paid TV platform and the demise of any free provision what so ever after analogue switchoff.

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:

What is the point of digital TV if the choice of free channels on its primary platform, DTT, is going to be limited to that which can be received via analogue? All the switchoff and related stuff seems just a way to grab more money from the public. A significant number of people are happy with the current analogue provision, or its digital equivalent, yet OFCOM seem to keep trying to force people to pay for more and more things they don't want.