

Title:

Mr

Forename:

Richard

Surname:

Hunter

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

Mr Richard Hunter

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 do believe that DTT, DSat and IPTV are in direct competition with one another. However it is apparent that there are clear advantages and disadvantages to each system. It is also clear that there are limitations in the availability of each which mean that it is not possible for everybody to have this level of choice.

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

I believe that the proposal will only lead to benefits to the consumer if the proposer uses systems which are already being used on DTT. By this I mean that there should be direct competition on DTT between Top Up Tv, Setanta and Sky. People should be able to choose which service they want and pick between without the additional cost of having to change set top box. Consumers should be able to choose to subscribe to all services with only one box needing to be required.

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?:

For there to be true competition on DTT, consumers need to be able to switch between services much easier, i.e. use the same equipment for different 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?:

Premium sport content is likely to be key to driving subscriber levels.

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 do believe this to be true, as I believe that Sky's current satellite service is able to provide better revenue streams than DTT will ever be able to provide. As such Sky will use their controlling position on DTT to try and transfer customers to their other services, therefore limiting the service available on DTT.

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?:

Due to the differing standards being proposed, i.e. different security system and therefore the need for different set top boxes, I believe that the level of consumer confusion will be high. Consumers will not necessarily understand that they can not easily switch between the services provided by Setanta, Sky and Top Up TV.

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?:

I consider this highly important. Consumers need to have genuine choice with low barriers to switching in order for the market to operate efficiently. It therefore important that consumers can use the same set top box for all pay services on DTT.

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

No

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: