

Title:

Mr

Forename:

Steve

Surname:

King

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

Steve King

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep nothing confidential

If you want part of your response kept confidential, which parts?:

Keep none of it confidential

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 think DTT complements rather than competes with DSat/cable/IPTV.

Those who want a larger selection of channels than offered by DTT can subscribe to a

pay service on satellite or cable. Even here, however, people are still likely to use DTT away from their main set.

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

None at all. While those who don't use Freeview will likely not be affected either way, those who do use Freeview will see a reduction in 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?:

If Sky are allowed to provide a pay-TV service on Freeview, they will inevitably gain a stranglehold, eg, by making their channels incompatible with other pay-TV by enforcing a dedicated STB, reducing the cost of their DTT service until there is no more competition, then raising their subscription prices.

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?:

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, Sky would gain a monopoly on both satellite and 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?:

Considerably, with the advent of yet another set-top box that people would need to get Sky channels. I think it would lead people to distrust Freeview/DTT and not want to bother, and move to satellite instead. Those that have just bought STB's will be less than happy to be told they need a new one.

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?:

Absolutely crucial. All pay-TV channels should be capable of being viewed using any generic STB with a valid subscription.

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

It would lead to a reduction in the number of Freeview channels, especially if other broadcasters follow Sky's lead, or if Sky purchase the airspace from other broadcasters and substitute existing Freeview channels with yet more pay channels.

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?:

- 1) New pay channels should only be allowed to replace existing pay channels, and existing freeview channels should remain on Freeview.
- 2) All pay channels from all providers to be capable of being received by a generic STB with some suitable card.

Additional comments:

I am especially disappointed that Sky wishes to remove its news channel from Freeview. One source of news is not acceptable on DTT.

If these changes requested by Sky are approved, I would be concerned that it might tempt other broadcasters to follow and lead to a fracturing of Freeview into various incompatible competing subscription services, or, more likely, a monopoly by Sky of TV on both satellite and DTT.