

Title:

Mr

Forename:

Oliver

Surname:

Lansley

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

Oliver Lansley

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?:

The competition is already good on pay platforms currently available. I believe that another pay service on DTT is unnecessary, and would not give any benefits. I believe in the near future internet downloads will become the biggest pay services. There is already too much competition for such services.

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

Absolutely none. I think the proposal would reduce the service being offered, with channels being removed from the free service. Sky services are already available via other platforms.

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?:

I believe that DTT should play no part in pay services. There already plenty of competing services, from cable, sky and now internet services. Why do we need yet another iptv service. DTT should be make 100% free, maybe with an addon internet download service. Topup tv could work like this, with customers being able to download the paid programs.

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?:

Addition of another pay service, would lead to one going bust, due to not enough customers. This would lead to sky having monopolies on all platforms available. I see no need for sky to be allowed onto the DTT platform.

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, highly detrimental. Sky would have the monopoly on all platforms, giving no choice at all.

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?:

Customers would get confused between platforms, as all would be branded Sky.

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?:

If the customer wants to pay for the services the cost of set top boxes is insignificant. The price of the boxes is low compared with subscription costs.

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

Too much power for Sky, having the monopoly.

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 they should not be allowed onto the DTT platform.

Additional comments: