Title:

Mr

Forename:

Tony

Surname:

Leahy

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

T Leahy

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 think DSat, cable and IPTV are heavily in competition with each. DTT is mostly the alternative for people who don't want subscription services, so direct competition with the others is low.

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

I don't believe it will deliver any benefits. Sky's channels are already available to all via DSat and in some cases cable.

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?:

DTT has limited space for channels, rival pay-TV competitors could only be sustained by removal of most of the free channels.

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?:

Getting access to sport seems to be a popular reason for subscribing to pay-TV, so it will be the key aspect.

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?:

Sky is too powerful in the area of pay-TV, with its market share of 70% and almost universal coverage. It will make it harder for cable and IPTV to compete and reduce choice for those not interested in pay-TV.

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?:

It will lead to great confusion. People believe Freeview is DTT. Having a Sky pay-TV service may put people off using the service.

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. It would enable consumers switch between pay services (such as Sky and Top Up TV) easily. Which will competition to take place.

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

Yes, Sky already has already created a DSat monopoly by convincing previously free-to-air channels to go pay. Allowing it to do the same on DTT will be a blow for competition.

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?:

Copy the USA by making it illegal for a pay-TV platform owner to also own channels.

Additional comments: