

Title:

Mr

Forename:

Simon

Surname:

Marshall

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

Proposed BSkyB digital terrestrial television services

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'd say that there is no competition between the pay tv services. sky still as the monopoly. if virgin media can turn the wreck that was NTL around then maybe in the future that may change but i don't believe that will be anytime soon.

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

i do not see any benefits to the consumer what so ever. if someone wants sky its easy enough these days to get a satellite dish put up there. enough firms out there giving special offers to do it.

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?:

not much scope for pay tv. if you want the pay tv channels its easy enough to go virgin media, telewest, sky tv route via cable or satellite.

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?:

none since sky has the monopoly on all sports channels and movie channels. however i must admit i'm keeping an eye on satanta to see how they get on against sky.

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?:

worst thing that could happen is for sky to get into such a position. all other platforms may have well give up.

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?:

freeview may have well be thrown out the window. how long before sky want more channels allocated to them? you mention E4 and Film 4 at least there free services.

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

its supposed to be freeview how much more confusing can you get. has i've said before, if people want cable or sky there easy enough to get these days.

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?:

technology changes all the time. if its sky or another company there would come a point where it would need to be done. has long as the STB's were backward compatible then i don't see a problem in that area. if were talking two encryption types then the stb should support both. Lets not have a situation where people are buying a box then having to go with the pay tv service that only that box can recieve.

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

see question ten. the thought of sky becoming the only supplier.

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?:

the sad truth is that sky has no competition as it is now. the same will apply on the DTT platform if it gets a foothold. with the announcement of bbc's financial problems. sky taking over is a major concern.

Additional comments: