

Title:

Ms

Forename:

Busty

Surname:

Mellons

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

Busty Mellons

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?:

DSat and Cable are in limited competition due to Cable's lack of overall penetration. DTT as a platform has no chance of competing with DSat or DCable due to lack of bandwidth. IPTV is a non-starter with the current ISP "fair" usage limits.

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

No benefits to consumers.

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?:

As the DTT channels now compete with each other very well, converting three of those channels to pay TV will reduce competition.

Three pay TV channels on DTT offers no competition to the tens of worth watching pay TV channels on DSat and DCable.

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?:

Top up going bust.

If you really want sports and movies get a dish and something capable of receiving Premier.

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

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?:

Section 4 of what?

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

Sky have been allowed to confuse the public over DSat reception for too long. This should not be allowed on DTT

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?:

That is an obvious cost benefit. Also the same boxes could be used for Top Up or Sky.

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

Yes OFCOM giving into Newscorp again.

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. For all platforms Sky should be made to make available NDS Videoguard CAMS for use in other DSat STBs and, if allowed on DTT, IDTVs.
2. If a subscription is required or the service is PPV then no advertising should be allowed to be carried. (Only pay once for something.)
3. Pricing should be inline with satellite pricing. e.g. £21 per month will get you six mixes on Sky DSat therefore Sky on DTT = three channels = $\frac{1}{4}$ Mix = 87p per month.

Additional comments: