

Title:

Mr

Forename:

Alan

Surname:

Newman

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

Mr Alan Newman

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?:

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

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?:

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?:

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?:

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?:

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

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?:

Additional comments:

Sky are proposing pay TV on the DTT service to persuade viewers to upgrade to Sky's satellite platform during digital switchover. Those people who haven't already purchased Freeview equipment, 'late adopters' will be the type of people confused by a free service which you also have to pay for. And with little difference in cost between getting 4 extra digital channels for say £14 or hundreds for the same price will no doubt feel getting a SKY satellite dish as worthwhile. Sky deliberately curtailed competition in TV by buying a blocking stake in ITV. Like all prudent commercial companies they will stop at nothing to ensure financial success. But I believe access to television like access to water needs to be as open and as free as possible.

I believe that Ofcom should grant Sky a licence to encrypt its channels on DTT but not until 2012. Sky will also be able to use MPEG-4 by that time. So everyone will be happy.