

Title:

Mr

Forename:

Ronald

Surname:

Norton

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

Ron Norton

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 the limited coverage of Cable.
I don't see DTT being in competition at the moment other than Setanta Sports Channel.

I have no experience of IPTV.

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

I see no benefits to the consumer. I see this as a cynical move by Sky. It reminds me of the people in supermarkets, who hold out a plate for you to sample their products. Sky Sports 1 does not broadcast ALL the football games. Take 3rd October 2007, no football on Sky Sports 1, the games were on Sky Sports 2 and Sky Sports Extra.

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 should have no pay TV. If there is to be more pay TV, it should be restricted and the small protected.

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?:

As these services are already on Dsat and Cable I don't see the need for them on the DTT platform. If Sky get their foot in the door, you can be sure they will try to kick it open in the future. Cable would not be competitive without Sports. Sky could offer all their sports channels in the future and deny access to other platforms.

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?:

It would have a significant detrimental effect, as it has had with Ondigital (ITV Digital).

We have already seen the things they will do to stifle competition.

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?:

My concern is Sky's reasons for wanting to charge for channels on the DTT platform. I believe they have long term plans which would inhibit PSB. HD needs more bandwidth which I think should be reserved for PSB.

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

I can't see there would be much confusion. Especially if their STB's were dual standard. (Sky and Freeview)

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 important.

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

I suppose I am concerned with Sky having a monopoly, because of that having to much political influence.

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, closing the stable door after the event will be too late.

Additional comments:

What is Sky's contract with Virgin for the supply of the "Sport" content on the Virgin Cable network. Can they cancel the agreement with Virgin, if yes, to allow Sky on DTT would be storing up trouble for the future.

We saw the way they negotiated with Virgin, which meant some Sky channels ended up being pulled from the Virgin platform. I see all this, the breakdown in negotiations with Virgin, and the Proposal, as a plan which was hatched last year, which has many more turns to come over the next 4 to 5 years.