

Title:

Mr

Forename:

Anthony

Surname:

Pickerill

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

Anthony Pickerill

Representing:

Self

What do you want Ofcom to keep confidential?:

Keep part of the response confidential

If you want part of your response kept confidential, which parts?:

email address

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:

Subscription television services (?pay tv?) are not broadcasting -

any form of ?pay tv?, by its very nature, is better described as ?narrowcasting?.

Broadcasting is an inclusive activity;

narrowcasting is an exclusive activity as it seeks to exclude all those who are not minded to pay for it -

it is thus a socially divisive activity, and seeks to profit from dividing society into the ?haves? and ?have nots?.

This aspect of the BSkyB proposal gives rise to serious public policy concerns.

There is a real prospect that, if this proposal were accepted, BSkyB would seek to persuade existing Freeview broadcasters to become narrowcasters and thus extend the existing dominance of BSkyB and News Corp, allowing those companies to further set public policy in the UK.

Ofcom has a duty of care to the population of the UK to ensure that there remains a wide range of diverse television broadcast services available to the entire population - the population expects this of 'Freeview'.

Public policy must be set by the democratic process and not by the power of international 'media moguls'.

Ofcom has a duty to reject this proposal and must do so without further hesitation.

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: