

Title:

Dr

Forename:

Colin

Surname:

Sargent

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

Dr Colin Sargent

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?:

They are totally in competition but I do not believe DTT should be - all space should be reserved for Freeview. If people want to have pay TV they should get Sky and have done with it.

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

No benefit whatsoever. The more space is dedicated to pay TV on DTT the less space there will be for free services.

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?:

No scope for competition on DTT. As for the others I have no interest.

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?:

Less space for Freeview. Premium sports and movie channels should stay on the satellite and cable.

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 be a disaster. Murdoch would like to be in a position where everyone had to pay him before they could watch anything except the basic channels.

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?:

Totally

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

Some people would be confused as they believed DTT and Free went together. I would just be angry.

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?:

Totally - if you have to have pay TV. But it would be better to scrap all of them.

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

The concern is that so much space is taken up there is not enough space for free channels and no chance of HDTV on free platform.

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?:

Only conditions I'd like to see is to not allow it.

Additional comments: