

Title:

Mr

Forename:

Wally

Surname:

Sawyer

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

Mr W Sawyer

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?:

Only in part, those who wish to have pay TV will tend to go for cable or satellite because of the number of channels, DTT on the other hand is of lower capacity and really is not able to compete in the pay TV market to any great extent.

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

Very little, most of the people who wish to subscribe to Sky TV have done so I would have thought, using satellite and or cable.

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?:

There is plenty of band width on satellite and cable, but I feel that the DTT platform should be free to view simply because of the limited band width available.

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?:

Premium channels should be available on their own for a fixed price per channel, without the consumer having to take non premium channels as well, but even then they should be only be on satellite and cable platforms. If they have to be on DTT they should use the same transmission standard as all of the other DTT services.

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, they are a powerful organisation and smaller companys just would not be able to compete with them.

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?:

A lot!

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

Lots, there are 2 versions of the DTT set top box in the market at the moment (free to view & top up TV), we don't need a third.

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?:

Most people who wish to have Sky pay TV have got it via cable or satellite, the last thing that we need is having to have a new set top box. If we have to have Sky on DTT then they should be made to use the same transmission standard as the existing services.

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

Confusion of quite a large section of the general public who for a number of reasons do not understand the technology. These people will have enough to worry about with the digital switch over, without having to know about different types of DTT set top boxes.

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, if Sky are given a chance they will dominate!

The only way to stop them is to not give permission for this proposal and also insist that the Sky News channel be available free to air on all platforms inc. DTT as it is a PSB channel after all.

Additional comments:

When the Freeview service was started, after the on digital/ITV digital services failed, it was stated that DTT would be free to air. Given that Sky dominate the satellite platform and to some extent the cable sports market as well, why should they be given the chance to take band space that should in, my opinion, remain free to air. Some DTT bandspace has already been taken up for pay TV by top up TV & Setanta, if we allow sky in as well then I feel that they will eventually dominate all of the digital TV platforms. Remember that DTT only started to get a real increase in take up when Freeview started and all channels were free to air.