

Title:

Mr

Forename:

John

Surname:

Threadwell

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

Mr J. Threadwell

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?:

I feel that Sky does hold all the cards with regards to Pay TV Services thus meaning everyone is in competition with Sky. However Setanta Sports are starting to assert themselves in this market with regards to sport and would imagine this will be the main rivalry on the DTT, DSAT and IPTV format.

Just to confirm I think there is no real competition at present on DTT not since the

collapse of ITV Digital, DSat will always be Sky I can't see this changing anytime in the future, and Cable is Virgin Media ever since they bought out NTL to merge as one although they do rely on Sky to a certain extent for a good percentage of channels.

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

it will bring some of Sky's most popular programmes to Digital Terrestrial who at present for financial reasons cannot possibly afford the start up fees that Sky Digital offers thus meaning Broadband and telephony if not wanting to a customer can purchase a set top box or maybe a CAM and start enjoying some more popular channels.

Looking at the proposal it may look slightly more attractive if Sky were to have some more space to work with (i.e purchasing 2/3 extra channels than at currently proposed)

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?:

I think there is big scope especially in the DTT but I must say if this particular proposal was to be accepted then you may have to look at this if cable (Virgin Media) are able to have Sky Sports and Sky Movies on their platform then there may be scope to say another DTT supplier namely Top Up TV being given the rights to have some of Sky's most popular movies and sports channels that would be on DTT.

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?:

The role of Premium Sports and movies content on DTT is vital as this is the main reason people subscribe to DSat, DTT or Cable. The key aspects will be (1) the pricing of the package/s, (2) the service that the company provides with regards to reception quality and possible interactivity with certain pay channels and (3) how much air time would be offered with regards to the channel line up this can sometimes sway opinion if a channel is only available for half the day may be a turn-off for some potential customers.

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?:

This may have a detrimental effect but when everything is said and done if the service is not worth the money then customers won't buy the goods. if another DTT provider came along with a good service and offered better value for their options than Sky customers would see this and choose accordingly. The only policy concern

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?:

The only policy concern would be competition but if Setanta have an option on Freeview and Top Up TV have an option on Freeview then why not Sky I'm sure if Virgin Media could provide a platform on this service then they would so my only concern would be if Virgin the other big player did not offer a service to match the other options available in the market.

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

The only confusion there could possibly be is if this box was bought and customers presumed that Sky channels would be readily available for no extra cost this would need to be outlined at the outset 1 - availability 2- Cost 3- Options.

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?:

This could be beneficial to the elderly a set top box may seem easier to set up than DSAT which could possibly scare some older customers thus if some of Sky's most popular programmes were available on this format then this would be easier for the older generation. I do however think that if you have a Digibox with a card slot already then you should be given an option to purchase Picnic on that Set Top Box.

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: