

Title:

Mr

Forename:

Gary

Surname:

Warburton

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

Gary Warburton

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?:

Sky and Virginmedia are fighting each other for the 'lion's share' of pay TV.

DTT is broadening its appeal in the pay TV market but won't catch the big two.

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

I see that consumers without Sky or Virgin may enjoy the chance to watch the extra Sky content, but at a cost, both in subscription and new hardware. Those with cable or satellite may find the extras superfluous and the removal of the free channels annoying.

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?:

As long as Sky is prevented from monopolising the market, there is hope.

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?:

There is always a market for premium content as long as it is not just from one provider.

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?:

I believe that Sky wish to be the only provider of all media in the future and could then 'rule the TV world'. Heaven forbid!

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?:

There is already much confusion over the digital switchover. Further complications can only lead to retailers increased profits and consumer misery.

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?:

Environmental reasons! That is before we think about the cost to the consumer!

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: