

Title:

Mr

Forename:

richard

Surname:

worrell

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

richard worrell

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?:

70% of pay tv comes from digital satellite in the name of sky tv, in the main, if people want digital tv they use freeview or top up tv or one of the IP tv providers like BT, so i think there is plenty of competition at the moment

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

It would cause more confusion in the run up to switch over. You would get more cold calling to the elderly ect selling them a digital tv service they did not need or want because they mistake a pay service from a free one ie freeview.

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?:

With aprox 8million Dsat subscribers and just as many freeview boxes I think that the market is at the most it can sustain. If the public wanted to have pay tv they would have it by now.

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?:

Football mainly. The proposal sky are offering is focused on football, as this will be offered as a full 24hour service and entertainment and movies will be offered on a part time service, so the movies and entertainment will be a lower priority than football.

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?:

Sky are by in large the only pay tv operator in the UK, Top up tv are very small in comparison and also rely on Sky tv for its content as do Virgin, Sky set the price they charge for their content and tie in other content providers to stop them doing deals with other free and pay tv operators when not in sky's interest to do so.

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?:

Yes it will, as I have said above, it would cause a lot of confusion, particularly with the elderly.

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?:

I already own a combo receiver, I can view all the freeview channels and free to air channels on Dsat and has 2 common interface slots for pay tv CAM's. And I do find it useful. The main thing is I can control the box, if Sky were to offer a combo box for DTT and Dsat it would use NDS videoguard and nothing else and would lock out any competition just like Dsat now

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

Yes, Sky is at the moment the only Pay TV operator on satellite. They control the content and the platform (EPG)

And the loss of three channels from the Freeview line up.

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?:

The encryption should include a CAM for use in any receiver or IDtv, and the EPG not in Sky's hands.

Additional comments:

Sky were gifted the DTT space when they bid with the BBC to get Freeview up and running, so in effect they want to leave Freeview, so they should be made to give up their slots and bid after DSO for any spectrum. And Sky's slots readvertised and given to another broadcaster willing to be on freeview