UK Film Council

Submission to
Ofcom DTT second consultation
On Sky's Picnic proposal

11 December 2008

General observations of the UK Film Council

1 The UK Film Council is the Government-backed lead agency for film in the UK. Our goal is to help make the UK a global hub for film in the digital age, with the world's most imaginative, diverse and vibrant film culture, underpinned by a flourishing, competitive film industry.

2 The UK Film Council welcomes the opportunity to comment on Ofcom's Consultation on Sky's 'Picnic' proposals for DTT ("the Consultation"). Given its remit and its more detailed response to Ofcom's second consultation on Pay TV, the UK Film Council has not commented in detail on this Consultation.

3 As Ofcom is aware the UK Film Council has previously expressed concerns about the Project Picnic proposals and their linkage with the wider issues relating to the competitiveness of the pay TV market (in that regard we refer to our previous response dated Dec 2007). In essence, the UK Film Council remains concerned about any proposals which may have the direct or indirect effect of extending or enhancing Sky's market power. We do however, consider that implementing the wholesale must offer remedy set out in the Pay TV Market investigation second consultation may be sufficient to address the concerns arising from the Project Picnic. Accordingly, we would support Ofcom's recommendation that any approval of Project Picnic should be conditional upon the imposition of a wholesale must-offer remedy and any ancillary conditions (addressing technical issues) which are considered appropriate.