

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

Anonymous 10

**Representing:**

Self

**What do you want Ofcom to keep confidential?:**

Keep name/contact details/job title 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 competition is already stacked against any provider trying to compete with Sky, and it would cause a huge amount of damage to other providers if the largest provider of pay TV was allowed to offer its services on the other biggest platform. It would be dangerous for OFCOM to allow any of the main pay TV providers to offer paid services on freeview. Channels should only be offered in the pay medium through the existing operator, Top-up TV. Sky's offering would be seriously damaging to Top-Up.

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

The consumer, on the whole, will not benefit from Sky's offering as they will lose FREE channels to it. The whole point of the terrestrial FREEview platform was to give the license fee payer access to a free service. This does not benefit the consumer at all as it does not add options that are not already in existence through taking up Dsat or cable.

Pay TV on DTT is already a worse choice for consumers, a good example is that on

cable and Dsat you get 7 Setanta sport channels for £9.99 - where as on DTT you get only 1 channel for £9.99.

**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 believe that Top-up TV is one operator too many for pay TV on DTT already. Skys offering will only bring huge damage to its already weak competition.

**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 should be no pay TV on free view. Remember, Freeview is successful as it is taken up by those who wish to have a FREE service. Reduce the free channels and take up of DTT will not be so good. If people want pay services they will not get DTT but cable or Dsat.

**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 would cause Top-Up TV to fail, and I feel that other providers like Virgin Media would be seriously damaged. It should also be noted that Sky out-priced Sky One to Virgin with the result of it being removed from the cable provider. Could Sky be wanting to offer Sky One on DTT just to damage Virgin?

**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?:**

This road should not be followed, as it would open the door to other providers removing channels and using the space for pay TV. You can not offer this to Sky and then turn down anyone else!

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

Freeview should be freeview. I dislike the fact that pay tv services are offered at all on the platform. It is not like this offeres any additional services to the consumer who can easily choose Sky or cable services for pay TV offerings.

**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?:**

If you have to replace your box to obtain new services already - trust will be lost in the platform. Most people believe that their DTT box is modern and new technology, to be told it is being replaced with new boxes would lose trust in the service.

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

The take up of digital services needs to be enhanced so that there are clear and defined options.

Pay TV - cable & Dsat

Free TV - DTT platform

I would guess that there are not places where only DTT can be obtained as Dsat covers majority of the UK, so Pay TV on DTT offers no additional consumer benefits.

The DTT platform should be enhanced with MORE free channels to increase take up before switchover, the reduction of free channels only harms the choice and offerings.

**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, I don't think it is. If there has to be pay TV on DTT, then it should be run by a consortium in the same way freeview is.

**Additional comments:**

I am surprised OFCOM are even considering this.

Summary

LESS free channels on DTT

Damage (if not end) to Top-up TV

Damage to other platform Pay TV providers

No additional benefits to consumers who already have the option to get pay tv through Dsat or cable.