

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

No Sky Monopoly

**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?:**

Only my name and email address

**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?:**

In my opinion Sky have been attempting to buy up all premium sports and entertainment packages.

To allow them to move into pay TV on freeview would enable their buying power to squeeze out other legitimate competitors.

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

I can see no benefit to consumers in the removal of three free sky channels with the replacement of only pay per view channels.

**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?:**

Any increase in pay per view on the DTT platform will lead to a reduction of free to air channels.

Competition already exists between the 5 basic channels, Freeview and the various pay per view (including Sky) channels.

**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?:**

If Sky are allowed to provide pay per view on the DTT platform it can only have two possible outcomes.

If delivered at low cost the incentive is for more public take up to further maximise it's buying power to squeeze other suppliers from the market, or,

If at existing Satellite cost then no additional service is provided. (Sky will of course save the cost of the provision of 3 free to air channels)

**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?:**

A Sky monopoly pay TV premium events will have the same effect as it's virtual monopoly on satellite.

Ever increasing costs for the viewer with increased profit for Sky, or, a large number of potential viewers unable to access premium events because of their cost.

To break into such a monopoly by the launch of other platforms would under present technology be likely to prove too costly for commercial risk.

**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 consultation document states that it is unlikely that there would be a reduction in FTA channels. Sky's proposal would instantly remove 3 channels.

They also seem to indicate changes in receivers and STBs would be required.

I note that Sky does not see that the change would "automatically result in a conflict of interest" ..... a clever use of words which I read to mean that any conflict appearing over time would be unstoppable after approval of the change.

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

I can see no confusion selection of programme would be simply a choice of FTA or PPV.

It may mean a change of the name Freeview as of course the move is away from free viewing.

**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 can see no benefit for consumers.

The Freeview box is a one off payment for consumers own equipment to receive additional free channels.

The Sky Digital box is cost varied dependant on the package taken to encourage consumers to commit to the highest monthly subscription.

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

The Freeview idea was to allow consumers additional choice with a one off minimal cost. To allow Sky to cancel 3 FTA channels and open the DTT platform to their PPV premium channels totally negates the original intention of Freeview.

**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 ... once Sky is allowed to replace 3 FTA channels with only PPV it is more than likely that either the DDT platform will become PPV only, thus eliminating nonpaying consumers or the Sky purchasing / advertising power will squeeze PPV to a minimum service.

**Additional comments:**

All Sky programmes are readily available to those consumers willing to pay ever increasing costs. Freeview should be maintained as a FTA platform.