

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

Anonymous 109

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?:

DTT should be used for Public Service Broadcasting as much as possible, there has been far too much of the DTT spectrum handed over to PayTV companies as it is. The option that exists on DTT now is as it should continue and there is always the choice of Satellite for people who want more PayTV channels.

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

I don't consider this beneficial to most Freeview users.

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?:

DTT PayTV should be kept to a minimum, Sky already has a firm foothold in the Satellite platform so should not need to erode the Freeview service further.

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?:

N/A

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 could effectively use its market power to erode the Freeview service, its a conflict of interest for them to make the Freeview service better when they ultimately would prefer every Freeview user to pay for Sky Satellite services.

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?:

N/A

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

Pay TV is already available on Freeview, the Sky proposal would need extra hardware in the guise they want it and would put further confusion on the consumer.

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 don't think its beneficial for consumers to get Sky TV via the DTT service at all.

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

Yes, It seems if this carries on most people will be forced to Pay TV subscription services to receive TV. Freeview should be expanding with more choice, higher quality and HD services, not shrinking.

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?:

Sky should be heavily regulated and forced to charge reasonable fees, I see Sky using this medium as a way to erode the Freeview service.

Additional comments: