

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

Anonymous 114

**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 think all platforms play their part well, but more needs to be done to protect and promote the Freeview platform, and ensure a varied choice from a varied array of producers is made available for all.

Minority and premium services do well in the domain of subscription TV, but I feel we mustn't subtract channels from a traditional free platform to make way for subscription TV.

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

The PICNIC proposal will, in my view, deliver no benefits whatsoever, as it will take away a news service, leaving only reporting from BBC News24, a sports news service (Sky Sports News), which I like to think encourages our children to take an interest in sport. His proposal will lessen my choice and cause editorial and lifestyle changes.

**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 don't know anyone who has raised interest on any form of subscription tv on DTT, nor have now or ever had any interest in subscription via DTT.  
I cannot envisage any scope for this, as I think this is more suited to the larger platforms, where spectrum is available, ie SKY Satellite and Cable.

**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?:**

What we have now, via TopUpTV seems more than enough, and even at that, as far as I understand, there doesn't seem to be a lot of interest in that. (See above answer also)

**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?:**

I think SKY have enough with their satellite offering, and DTT should try to limit its services to a free choice of viewing a standard for the UK.

**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?:**

Customer confusion would be vast, as many people don't link SKY with DTT, and the whole scenario with channels being removed from FREEVIEW, a free platform, to make way for Pay TV, really confuses what FREEVIEW is all about.

**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 SKY must use valuable DTT space for Pay Tv, I think it is unfair that the consumer be made to fork out for new equipment, and that use of present DTT Subscription methods should be used, as many STB's on the High Street have CAM slots which can be enabled.

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

If it is proposed that Sky News leaves FREEVIEW, this will leave only one choice of news reporting and would eliminate the balance we presently have.

**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?:**

They should not be able to cross promote their services on other platforms via DTT.

**Additional comments:**

I strongly feel that DTT should be left to develop FREEVIEW, and offer society a wide and varied choice of free programming which nurtures and informs our lives, ie Children's TV, News, Gen Entertainment, Lifestyle, Culture and Radio