

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

Anonymous 124

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?:

DSat, cable and IPTV are in, and should be in, competition for subscribers of multi channel pay tv services. However, DTT is different. It has limited spectrum, and those channels are using public spectrum. After digital switchover, for the poorest in society, Freeview will be the most affordable way for millions of people to continue watching public service television. The service is called FREEVIEW. Already, some channels are only available on subscription basis (Top Up TV and Setanta). To replace free channels with five new subscription channels, will further reduce the amount of tv available to the poorest in society, and will affect the long-term attractiveness of DTT as a platform. DTT cannot compete with other platform on a subscription channel basis.

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

FREEVIEW was a fantastic idea at launch. Many tv channels survive on it as a free proposition because FREEVIEW is watched by millions. Don't break it by allowing

Sky to reduce the number of free channels on the platform. This is not in the interest of the consumer.

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 disagree that there is scope for sustainable competition in pay tv on DTT. If pay tv is not extended any further on DTT (ie the B Sky B proposal is rejected) then FREEVIEW will probably survive in the long-term.

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?:

That's for the broadcasters to answer - I'm a private citizen opposed to this proposal.

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 agree with the first suggestion.

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 proposal is against the consumer interest because it reduces the amount of free-to-air tv (post digital switchover) available to the public. Sky are currently offering three free-to-air channels on Freeview because they know that millions of people will watch their services on the millions of Freeview boxes out there. Sky are already benefitting from their presence on Freeview - they just want to make more money. Do not let them go to subscription. It'll mean less free tv for everyone.

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

It will lead to a great amount of consumer confusion. FREEVIEW is called FREEVIEW for a reason. Despite this, it currently carries Top Up TV and Setanta which both require subscription. To add a THIRD subscription service on FREEVIEW is just madness.

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?:

Millions of people have Freeview boxes - freeview is rescued the digital switchover project. Even if there is a market for Sky subscription services on Freeview (which I wholly disagree with), I think it totally unfair that the consumer should be asked to spend more money on new boxes for new services. Where will it end ? What if Sky or another broadcaster wants to add new subscription services on Freeview using new compression standards....will people end up buying new Freeview boxes every time ? This cannot be allowed to happen. Do not wreck Freeview.

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

It'll leave the long-term viability of Freeview in tatters, and that can't be in the interest of the poorest in society who cannot afford, or chose not to pay for, their public service tv channels.

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. Just don't allow it to happen.

Additional comments:

Sky want to make more money by going to subscription, holding a gun to the heads of Freeview viewers who enjoy their free services. Freeview was a proposition sold as a free platform. Top Up TV and Setanta are already on Freeview - don't allow a third subscription service to go on it, ending free tv services for millions. If you allow Sky to get their way this time, this won't be the end of it. be tough, and make a stand for the ordinary viewer who doesn't want to subscribe to pay tv channels or buy a new set top box.