

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

Anonymous 127

**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?:**

The different solutions currently give a choice to customers rather than competition.

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

I see no benefits to the proposal to the customer, only benefits for Sky. If a customer wants any of the channels being proposed by Sky, they already have the option through Sky's existing services. The proposal also has a negative effect of reducing the future availability of channels for customers who are not interested in what Sky buys in.

**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 has found many followers under the Freeview name, and as the name suggests, it is a service that replaces the existing Free analogue channels. Why do we need a Pay

TV service on DTT ? Keep the platform clean, it does not need pay TV confusing people.

**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?:**

Again, if I want premium services I can purchase a Sky package, broadband service etc. There is no market for a pay TV service on DTT. Sky is using this to propogate it's existing monopoly of the satellite services onto the DTT platform. This proposal will not create additional competition for pay TV services, but will result in another monopoly by Sky, and a reduction in the availability of the free to view services. Sky have already pushed up the prices of sports and movie out of the reach of other companies (ITV/BBC) - don't let this happen to the freeview platform.

**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 would become the only provider of pay TV services on DTT as they smother out all competition. No other provider would get a foothold on the platform because of the strength of Sky.

**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 will cause confusion to both existing customers as well as new customers to the DTT platform. I say again, if people want Sky pay TV, they can get this through a satellite. DTT (or as it has been sold to the public - Freeview) suggests to the customer it is the equivalent to the analogue service they are used to receiving. There is no benefit to including more Pay TV on the freeview service especially when a specific receiver/decoder is required to receive this service.

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

DTT (Freeview) is seen as the replacement to Analogue. Freeview suggests the service is free, but this has already been compromised with the inclusion of a number of Pay TV services already. The addition of Sky would be a further compromise of the DTT platform, as people would see this as another Sky service. There is a large number of the population that specifically chose a non Sky platform.

**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?:**

No benefit. Sky already has a satellite service with vastly more channels which people can and do subscribe to if they want to. I would not want to have to pay more for a STB which contains additional decoders for services that I will not subscribe to.

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

BSB died due to the money behind Sky. Allowing the proposal will create serious concerns that Sky will do the same to the DTT platform which has thrived without Sky already.

**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 already have too much power over the content it shows, and has the purchasing power to outbid everyone else for sports and films. If people are willing to pay for this, they can subscribe to the satellite service. DTT is an alternative to Pay TV and should not be seen as a platform that needs to contain a mirror of what is available elsewhere. Please do not kill the platform that people currently have a choice to choose.

**Additional comments:**

Leave Sky to do what it already does on Satellite. Whilst people continue to subscribe to the Sport and Movies on Sky, Sky continue to be able to outbid everyone else for these events/films, and you create a vicious circle where the prices soar and soar. Don't ruin DTT.