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DM

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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:

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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?:

If people want to subscribe to pay tv services they can easily opt for Sky and in some cases cable. Keep the DTT platform free.

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

Absolutely none. The loss of these free channels from DTT and then replacing with a paid for service reduces the value of DTT. If the channels are going to disappear then use the free space to either launch new free channels or improve the broadcast quality of the remaining ones.

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?:

This is all about Sky increasing their customer base - there is no competition. Keep DTT free from pay tv.

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?:

Mainly I think it is sports and high rating television shows that drive the competition. Of course, there is actually very little competition on the pay tv market - if you can't get virgin cable then you get sky. If you want to watch Lost then you get Sky. Simple really. There are plenty more examples.

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?:

Of course it would harm competition - this is all about increasing their own market share via an easily accessible platform (DTT).

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?:

Well, i'm sure that Sky would pump plenty of money into marketing theirs as the only option in order to minimise any confusion. Can the marketing and promotional budgets for DTT compete?

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?:

A lot of people have invested heavily in freeview boxes, cabling, aerials etc. - more so than initially expected (in most cases it was more complex than just plugging a box into the existing tv and aerial). Presumably they won't be too happy if free channels are taken away and replaced with pay tv channels....that need yet another new box.

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

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?:

Yes, tell them to **** off and leave DTT alone! If they want to take their channels away then let them - bring in some different free channels or just increase bandwidth to the current channels.

Additional comments: