

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

Anonymous 176

**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?:**

Email address

**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 consider all platforms to be in great competition with each other - as we come to the digital switchover every consumer in the country will be considering which platform to change to.

Each platform is therefore in direct competition with each other.

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

I fail to see how this proposal could benefit the consumer.

Cable is not in every home, and IPTV only works for those with a fast broadband connection. The rest have only two choices - Sky and DTT.

Allowing Sky to operate a pay service on DTT will simply limit the choice even further.

**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?:**

For most people DTT is called Freeview and I would expect that for those people they would like to keep their DTT service free.

I would doubt as many people would have taken up Freeview had they have to pay for some or all of the service.

**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?:**

The key aspects of the competition will be to offer choice

**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?:**

If Sky became the sole provider of Pay TV it would be a massive blow for competition on the platform, it would mean those outside of a cabled or IPTV area would have no choice but to subscribe to SKY.

Further, the development of other platforms would be severely limited as by 2012 every household will have switched to the DTT platform and would be unlikely to want to switch again to another platform.

**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?:**

I feel that the marketing and support of freeview will fall because of the loss of some channels from the platform.

Its unfair to the consumer to remove free to air channels and replace them with subscription services once millions of consumers are signed up.

I also feel that as a result of this fewer people will decide to take up freeview and will instead opt for a pay alternative.

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

To the vast majority of consumers they know the DTT platform under the name of Freeview - by then introducing a pay provider on this platform would be utterly misleading and lead to massive consumer confusion.

Consumer are already confused over the DTT switchover without adding Sky into the loop as well.

**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?:**

Consumers have been purchasing equipment and DTT equipped TV's to view the DTT platform / freeview for the last few years - I think its unfair to then require them to change all this again to support the new platform.

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

Yes

**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, I think the only way to ensure a detrimental effect is not felt on the competition is to keep the DTT platform free and open.

**Additional comments:**