

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

Anonymous 20

**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?:**

They are in competition now, and I cannot see how they will not be in competition in the future.

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

No, it reduces choice to those without satellite or cable.

**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?:**

Unless the technical control of the platform is independent of the pay TV companies, there is scope for them to preferentially manipulate power outputs to their financial benefit

**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?:**

While I, personally, would like to see sports only on pay channels, there are true sports lovers who would be deprived by the financial aspect. On the whole, the pay channels should not be allowed to monopolise national and general interest sport - that should be considered public interest broadcasting

**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?:**

Yes. They are likely to use it purely as a "Come-on" to get people to subscribe to their other-platform services

**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 have a detrimental effect

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

At a time when analogue television is being phased out in favour of digital TV there is scope for hard-selling, with misleading scare stories of loss of TV to the less technically well-informed,

**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?:**

These consumers would, initially, benefit but see my answer to Q5 and 7.

**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?:**

What laws man makes, another man will always find a way through or round. It would be too much power in one pair of financial hands.

**Additional comments:**

I am against pay channels on the antenna-based platform unless each multiplex had one or two pay channels which were managed by a consortium of the free-to-air providers on an equal and published rate per programme, as though they were a bus picking up passengers at a pre-defined fare.

An auction of these channels would give Sky the monopoly it desires.