

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

Anonymous 30

**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:**

Yes

**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/IPTV provide ample competition, and 100% population coverage. I see no reason to expand pay TV services on the DTT platform.

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

NONE. On the contrary, the lack of plurality in news services will severely determent 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?:**

After DSO the digital dividend will provide ample opportunity for pay TV services on DTT. 6 Multiplexes should be reserved for FTA services. Anything else will confuse the consumer.

**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?:**

DTT before DSO should be entirely FTA.

**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 would be detrimental to DTT. Furthermore, It is possible to imagine a scenario where BSKYB would dominate DTT and DSAT, with the same style of monopoly, this cannot be a good thing for consumers.

**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?:**

It would likely hinder DTT takeup. Customer confusion would be immense.

**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?:**

If the proposal is to go ahead, then it is essential that BSKYB are not allowed to control the STB market. Instead, it should be forced to release NDS CAMs in both DSAT and DTT, and allow any manufacturer to build boxes for both.

**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?:**

If the proposal is to go ahead, then it is essential that BSKYB are not allowed to control the STB market. Instead, it should be forced to release NDS CAMs in both DSAT and DTT, and allow any manufacturer to build boxes for both.

**Additional comments:**

