

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

DCP

**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?:**

Huge competition

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

None at all

**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?:**

Very little

**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?:**

Specialist pay channels should remain on satellite and not encroach on what is, after all, supposed to be a FTA system.

**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?:**

Definitely.

**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?:**

A large extent

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

Very much so, especially if Sky are proposing differing technical standards that require another receiver - which Sky will doubtless provide on a monopoly basis!

**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?:**

Very much so

**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?:**

Quite simple. Do not allow them to go ahead with this proposal.

**Additional comments:**

This, on the face of it, appears just to be yet another money-grabbing scheme from Sky, coupled with an attempt to dominate the whole area of UK TV broadcasting and, in my opinion, should not be allowed to happen.

