

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

Anonymous 36

**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?:**

I see it as being healthy, but not at the expense of the limited DTT bandwidth for Freeview, maybe better approached when there is available bandwidth after digital switch over, that is, if all the bandwidth hasn't been sold off.

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

To the existing DTT owner, not much, more expenditure for equipment.

**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?:**

I only see fair competition between subscription services on the DTT platform, if there is cross-compatibility (maintaining current encryption).

**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?:**

As in sports, allowing as much as an offering as possible from as little hardware clutter as possible i.e. single box.

**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, cable would suffer immensely, whereas, DSAT (Sky) would of created an unhealthy monopoly.

**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?:**

Current broadcasters could argue that their slots should be allowed to go from Freeview to subscription on DTT.

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

Most consumers (most likely to make a purchase), are from a generation, where compression & encryption is neither here nor there, you might as well be talking to them about quantum mechanics. A TopTV Anytime box & now a Sky box, this will only cause confusion to the consumer.

**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?:**

Simple, cost & ease of use. I'm sure people are getting sick of their growing pile of remote controls.

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

Only what I've already mentioned in Question 6.

**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 presume it would be difficult to pen a contract that would place conditions on a broadcaster, based on what or what not has or is occurring to their competition. An existing contract would have to run out before any amendments could be made to any future contract.

**Additional comments:**

I'm not approaching these proposals with a biased view, even though I won't be subscribing to Sky's proposed DTT service (in relation to their DSAT offerings, I fear the proposed Sky DTT offering will be too costly), I will make suggestions that would benefit others that use the DTT platform. So without further ado, my suggestions are as follows:

Suggestion.

Sky should not be allowed to use a different encryption system on the DTT platform, to that which is currently in use.

Reason.

Not only will this approach make ALL current DTT set-top boxes (STB's) defunct in relation to Sky, but if anyone wants to receive a full package of the Barclays Premier League football (the most popular viewed sporting league in the UK, if not Europe) on the DTT platform i.e. Sky Sports 1 & Setanta Sports 1, they will need not one but two STB's. Sky's sheer neglect of current STB's owners, is all too obvious in their plans to move to dedicated DTT STB's instead of compatible CAM's (Conditional Access Module) allowing for their proposed encryption system on current DTT STB's, this I find to be disgraceful & inexcusable, nothing but a money making monopoly gaining venture.

If Sky claim that their proposal is Sky Sports 1 only in part (with relation to what else they are offering), then why are they offering Sky Sports 1 24 hours? i.e. the only Sky offering that is not time-shared. Sky Sports 1 is Sky's deal clincher with the DTT public, yet that very public, who wants to view as much of the Barclays Premier League football as possible, under Sky's proposals, if they don't want to be forced off DTT to DSAT, will require two DTT STB's.

Yet if Sky use the current in place secure DTT encryption, people would be able to obtain subscription cards that have Sky services & Setanta, so there would'nt even be no need for STB's to have two CAM slots, which the vast majority of STB's with CAM slots don't have.

Suggestion.

As condition of the above suggestion, Sky News should be maintained on the Freeview DTT platform.

Reason.

Even though BBC News 24 is a high quality premium news channel, that is in no small part down to Sky News, the competition of these two channels are healthy & as

such the Freeview DTT viewer can do naught but benefit from such quality, in a topic such as news, I feel this is crucial. Both news channels are a necessity on Freeview for them both to keep up their high standards & not to see a drop in efforts in either that would undoubtedly effect the current DTT platform.