

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

Anonymous 4

**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?:**

All three digital platforms are clearly in competition with each other and will remain so for many years to come.

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

I cannot see how it can benefit the consumer if Sky are allowed to become a major player in subscription DTT. They will clearly have the opportunity to create a monopoly on DTT in addition to Skys DSAT monopoly.

**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?:**

DTT does not have sufficient bandwidth to host two rival pay TV offerings.

In the long term one service would have to fold due to a lack of content compared to a

rival satellite and IPTV platforms.

The service that folds would be TOPUP TV as Sky could tolerate DTT losses due to their profitable satellite pay TV operation.

**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?:**

Content is key and that demands substantial funding which Sky have.

**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?:**

The rival subscription DTT services such as TOPUP TV will be severely affected- I believe it would not survive.

Sky have demonstrated that they are an monopolistic company that does not desire competition.

Sky would be able to dominate all pay TV services by the acquisition of programming rights funded by their satellite and DTT dominance.

**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?:**

I do not think the proposal will be confusing 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?:**

It cannot be in any consumers interest to have to fund multiple set top boxes, let alone try to integrate and use multiple set top boxes.

**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?:**

Sky should not be allowed to introduce an additional encryption method to pay DTT. If they insist on their own encryption standard which is not capable of supporting TOPUP TV in a single box, then the consumer is effectively blocked from changing pay DTT supplier.

**Additional comments:**

The rival subscription DTT services such as TOPUP TV will be severely affected. Sky have demonstrated that they are an monopolistic company that does not desire competition.