

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

Anonymous 41

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?:

I only feel that DSAT, Cable and IPTV are and should be in competition, I see DTT as a separate platform neutral service.

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

I don't feel this proposal delivers to the consumer, I feel it take choice away by limiting the channels freely available on DTT and only offering the full choice to those who pay more when there is already this choice available on DSAT and 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?:

There is no scope apart from taking away the product that has made DTT so successful, Freeview.

The spectrum is limited already and so I don't see how any other companies could offer a decent pay option.

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?:

Less choice for the population as a whole and the same as what is currently offered but with different channels to those able to pay. Surely this going against the ethos of what people bought when buying a FREEVIEW 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?:

SKY are already the dominant player in British TV and I don't see why they should be allowed to become more dominant. I am a SKY customer and I think they offer a fantastic product, in fact by far the best product and services available in the UK but I feel they can not offer the same service or quality on 3 channels on DTT and that these channels will become like taster or barker channels for SKY's main service and also serve to undermine the FREEVIEW DTT Platform.

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?:

The main one would be that many members of the public have bought DTT equipment on the understanding that it is free, they would be concerned that they are losing free services and that this would set a precedent and that more channels will also start to charge or become part of SKY's offering.

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

Again the public will find the term FREEVIEW confusing if more and more services become pay.

Also the equipment needed to receive pay channels will certainly be confusing, upgrades, card slot etc.

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?:

DSAT has a much better reach than DTT across the country so I don't understand why someone would buy DTT to receive SKY when they could just buy DSAT. One STB or the other it should be an issue and as DTT is integrated into TV's as standard you

should have the option not to need a stb for DTT but with SKY's proposal you will still need to.

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

SKY becoming too powerful in UK media.

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?:

I really feel that DTT should remain as it has been marketed to the British people, FREEVIEW.

Additional comments: