

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

Anonymous 44

**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?:**

There are only so many channels spaces on freeview. If some are taken up by paid for channels then, obviously, the "free" part of the service has less space.

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

None

**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?:**

Many freeview boxes do not have a slot for a viewing card. If services that need viewing cards want to attract viewers then they will not be able to reach everyone. This will make it less likely that paid for services will be able to get the maximum profits.

**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?:**

They are competing with cable & Sky.

**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?:**

I don't think that any company should hold the monopoly as that stops competition from properly developing. It will mean higher subscription costs as no one will be able to offer a "better value" service. It will mean advertisers have to pay more as they will only be able to have one broadcaster to deal with.

**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?:**

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

People generally regard "freeview" as a service of free channels. Even if a subscription channel is on the service then it is still regarded as "freeview". I do not want to have to pay extra for a service that is advertised as "free".

**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?:**

None

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

There are three channels that Sky wish to remove from freeview but (presumably) keep on their own service. This will detract from true competition as more viewers will be forced to buy sky boxes.

Two of the three channels offer services with very little competition on freeview.

... The removal of Sky News will give a monopoly to BBC's News 24. This will reduce the choice of news channels to one. This will stop people getting a different aspect on the news that a different channel provides. It isn't good that only one

broadcaster will be providing news.

... The removal of Sky Sports News will remove a whole dimension from freeview as it is the only dedicated sports channel on the service. On Saturday afternoon their flagship programme does have a form of competition from the BBC (via red button) but - again - the lack of competition will be a detriment to freeview. At other times there will be no dedicated sports news. This service - by being unique - is one of the selling points of freeview.

**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?:**

There should be no conditions as it should not be allowed to happen

**Additional comments:**

The Government is trying to increase the viewer's choice and to promote a smooth switch over to digital TV. Sky's proposals will add confusion when it is necessary to have clarity. Many people don't like the idea of having sky because they have to pay a subscription for it. That is the benefit of freeview - that is free to view.

If we have to pay for freeview then this will deter people from switching.