

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

Anonymous 45

**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?:**

At present the competition is most intense between cable and DSat. Sky monopolise pay tv, however Virgin Media are attempting to redress this with their new offerings. The biggest pay tv threat from DTT is Setanta. In my experience most people who subscribe to Sky, do so for the football coverage. If Setanta are successful in gaining subscribers from Sky then Sky's monopoly on pay tv is in serious danger.

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

I believe that the benefits to the consumer are mostly negative. Due to Ofcom's position of refusing to offer additional spectrum to DTT after switch over. Space on the DTT platform is limited. Having more space for free to air SD and HD channels would greatly benefit consumers. Sky charge subscription and then show large amounts of advertising whereas the Freeview channels base their income on offering quality programming that will attract advertisers while the customer gets free tv in return for watching adverts.

Sky are worried that their domination will be undermined by customers getting far

better value from the Freeview channels and are desperate to undermine the DTT platform.

**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 believe that the main scope for pay tv lies within sports, movies on demand and niche offerings. Most of the quality providers offer their general programming for free in return for showing adverts. Sky should not be allowed to use channels that currently offer FTA scheduling to offer pay tv services. Long term DTT has scope to offer pay tv in the areas mentioned above. However this would require Ofcom to free up more spectrum at switch over.

**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 stated above there is scope for some pay tv on DTT in order to offer sport and movies. However, movies in the future will need to be offered "on-demand". Perhaps best offered by DSat or IPTV.

**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?:**

If Sky were allowed to offer pay tv on DTT this would have a very detrimental effect on competition. Sky have monopolised DSat for years and would attempt to do so on DTT.

**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?:**

Sky would try and undermine DTT and only seek to protect their monopoly.

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

DTT is largely marketed under the Freeview banner. If Sky offer pay tv on DTT then many consumers would be confused and become hostile to Freeview believing that it was not free as stated. Further more if sky were allowed to unilaterally convert their streams to mpeg 4 the confusion would be greater still.

**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?:**

Not important apart from the confusion stated above.

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

Sky will seek to undermine DTT FTA and reinforce their own monopoly on UK pay tv.

**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?:**

**Additional comments:**