

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

Anonymous 5

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?:

The current competition structure is currently more than adequate.

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

This will bring less benefit to the consumer. It is important that 24 hr Sky news remains free on DTT to balance BBC news 24, supporting democratic choice in the free marketplace.

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 should be NO room for pay TV at all on the DTT platform. If you have the money you can always afford cable or satellite! If not, DTT is your only access point to Television in this country, or will be after switch-over. The DTT platform should

be completely free. This also supports some form of community cohesion in the country, especially among the poor.

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?:

premium sports and movies should remain on satellite and cable. If your poor, this is a low priority, or at least should be. It encourages the poor to work hard for their money to be able to afford these premium privileges.

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?:

Keep DTT free, I would also like to see top up tv abolished to make room for more free channels.

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?:

Too much confusion is a major risk factor in going ahead with this proposal.

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 beneficial at all. It is already clear cut, if you want the extra services you simply have to sign up to a subscription service on sat or cable. DTT needs to be for the masses who don't want to sign up to private companies.

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?:

Additional comments:

