

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

Anonymous 51

**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?:**

Due to its limited available bandwidth DTT can never be considered an effective competitor in the pay TV market. IPTV's capabilities are unlikely to be realised in the short to medium term due to technical constraints. Therefore, only Dsat and cable are the only mediums that can effectively compete in the pay market at present.

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

None at all.

Another variation of DTT receiving equipment is only likely to cause confusion and dissatisfaction.

**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?:**

None. Unless the number of DTT multiplex frequencies is at least doubled DTT can't supply sufficient pay output to compete effectively. See also Q1.

**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?:**

Pay TV is unlikely to become popular on DTT because the content/price ratio can't compete with Dsat.

**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 am convinced Sky's real reason for this proposal is to reduce available FTA bandwidth!

**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?:**

**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?:**

If the proposal were to go ahead - absolutely essential.

**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 permitted to proceed with this proposal.

**Additional comments:**