

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

Anonymous 55

**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?:**

I think the competition is cut throat as each will do anything to increase their share of the cake. As margins are slashed the only way to make a profit is to get a bigger slice of the cake!

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

None - The reason why freeview has been such a success is because it is FREE. How can a free service benefit from being charged for.

**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?:**

Once pay tv gets a good foothold and can dictate technology choices i.e. special bespoke set top boxes they will use every trick in the book to squeeze out the free to air channels. At first it will look innocent enough in fact the customer proposition will

look like a gift but this will only last till they have supremacy and then will come payback time.

**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?:**

yet more sport will only be available if you subscribe to a pay channel. It's disgusting that the majority of people can't watch their team at home for free but must instead pay or go to the pub. great for families with young children on a tight budget!!

**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 TV is the most ruthless operator and as a group BSKYB have tried every trick to quash their ccompetitors

**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?:**

I think the proposal from BSKYB hits at the heart of freeview. Freeview was supposed to extend choice in the UK at little or no cost so that the majority of viewers could enjoy more choice and variety. It was not designed as an additional revenue stream for SKY or allow them to confuse the market with new bespoke set top boxes

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

I think it will be very confussing.

**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 door is to be opened even wider for pay TV then at least keep it to one box. Anything else is confusing and costly to the ordinary viewer.

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

Yes, why should one organization BSKYB have such a monopoly over UK TV and 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?:**

If Sky is allowed to be the only provider of pay TV on the platform you might as well let them run it, Thanks OFCOM for protecting the UK viewing public.

**Additional comments:**

Contry to what Sky's marketing department claim not everybody wants or needs it's service, freeviews success proves this. Do not hand freeview over to Sky because once they get to dictate the technology and make serious revenues they will take over and then the Uk will have no choices. OFCOM needs to lissen to what people want not what SKY says we want. p.s my advice is to double check all your feedback forms as I can guarantee that SKY will be getting its staff to put in multiple e-mails/feedback forms in support of its bid.