

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

Freeview PVR Viewer

**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?:**

At present, I do not consider DTT pay services in competition with DSat and cable (I have little knowledge of IPTV to be able to comment on that), mainly because as a former DSat and a current DTT viewer, I perceive DTT viewers as those who would watch free channels but would not necessarily subscribe to pay channels (other than dedicated sport or movie channels). I feel many DTT viewers have made a choice between DTT and DSat/Cable based on subscription/non-subscription model (For example, key here is the lack of availability of E4/Film4 as subscription free channels on the Sky platform)

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

I think it all depends on the costing structure of the proposal. Removing free DTT channels and replacing them with subscription-only material would reduce bandwidth available for free programming, which would (hopefully) increase the quality of programming. However, I would not like to see this happen if it is to the detriment of quality free programming.

**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?:**

For DTT, I feel that the lack of bandwidth available would mean that there would be limited room for a number of different pay TV packages, as I would not like to see pay channels broadcast at the detriment of "freeview" channels (although if the likes of home shopping and "quiz" channels were scrapped to make way for pay TV, there would be adequate space for several pay packages). More broadly, pay TV availability is currently dependant on location (eg line of site with satellite/cable available) and as long as availability is not an issue, there is quite a bit of scope for sustainable competition cross-platform.

**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?:**

Key here is availability of a wide range of programming. Again, I come back to the bandwidth issue on DTT, what is the point in rivals offering similar movie channels with the same movies showing at similar prices if these are taking up space where other channels offering different content can be broadcast?

There is a place for specialised channels dedicated to, for example, football, blockbuster movies, new US dramas etc, but they must offer choice in terms of type of programming rather than just on a cost basis.

**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?:**

This would be significantly detrimental to competition in the long term. There needs to be a balance in providers, as once Sky makes its move, it will establish a customer base and it would be difficult for other companies to have a fair chance of developing DTT pay services, or even launch new 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?:**

**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?:**

**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?:**

Yes, I feel the best solution would be for Sky to offer these services on a no-contract basis, where the viewer is free to stop payment and have services withdrawn at any time. O at least an optional "pay-as-you-go" model - which would offer programming costed per episode at a fair rate.

**Additional comments:**