

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

Anonymous 66

**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?:**

Each platform has plus and minus points. However. Opening all platforms up to competition is good as long as the consumer and is put first.

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

The proposal has the potential to offer benefits to the consumer as long as there is no onus to reinvest in equipment to receive the service or the Freeview platform is not cutback to allow commercial offerings.

**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?:**

The trouble with the DTT platform is the capacity is so limited. If after DSO the capacity is increased then there is ample room for commercial ventures. Whilst DSO

has caused confusion amongst consumers, future take up HD services is another potential minefield.

**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?:**

It would be fine if capacity were increased. Perhaps there needs to be a common gatekeeper for encryption services to allow the content providers to have their channels co-exist with competing services and equipment.

**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 becoming the only provider of Pay TV services on DTT would be an absolute disaster for the consumer. They after all already control the DSat platform (although that might change with FreeSat)

**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?:**

The ability for DTT to accommodate HD services is something which needs careful regulation. Ofcom needs to reassess the policy of selling off the spectrum released by the analogue services after DSO

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

Buying new equipment after having just done so won't go down well. Existing equipment needs to be used by all Pay TV operators.

**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?:**

This is paramount.

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

Just like a long period was given for DSO a second stage which involves MPEG4 needs to be planned for. This has to be an open method which all present and future providers have time to adhere to common hardware standards.

**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 becoming a sole provider of Pay TV on DTT is not an option that should even be considered.

**Additional comments:**