

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

Anonymous 70

**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?:**

Not at all.

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

I do not consider this proposal will benefit the consumer. The channels are available on satellite and anyone wishing to see them could buy a satellite system.

**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 competition on DTT, it should be free, anyone who wants pay TV should purchase satellite where bandwidth is plentiful.

**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?:**

As above, the system has been marketed as freeview and there is a gradual creep of pay channels eroding the system which has been promoted by the free channels.

**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?:**

**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?:**

In that Freeview has been marketed as a bouquet of free channels and now there are plans by Sky (who joined and were happy with the freeview concept) to creep into pay TV on this platform.

**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?:**

**Additional comments:**