

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

Anonymous 74

**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?:**

They are in competition to some extent. However, the DTT platform appeals to a different market in particular those with lower incomes who cannot afford sky, those looking for digital services for 2,3 or 4th sets and those unwilling to pay for sky.

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

I can't see it delivers any benefits

**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?:**

Competition will always be limited due to the restricted number of services on DTT (due to bandwidth constraints).

**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?:**

Premium services on DTT would provide some competition for DSat premium services but only if they are provided by a different provider. If premium services are both provided by Sky then there is no competition.

Competition would be better served by providing an alternative service to DSat by using freeviews strengths which is free delievery of services.

**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?:**

Extremely detrimental effect in the long term.

**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?:**

It would cause significant confusion. Consumers have switched to DTT because the service is free. Consumers do not understand the difference between Freeview and non-freeview channels on DTT. Allow existing Freeview channels to become PayTV would cause consumer to nolonger view freeview as free. This may delay takeup of DTT services and slow the potential rate of the digital switch over.

**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?:**

It would be beneficial to obtain the services on existing boxes. Most consumers have to purchase separate DTT boxes to receive any DTT services so they already have a separate STB. If consumers had to purchase a further box then this would increase consumer costs and create confusion within the existing DTT market. If consumers believe that their existing DTT boxes may not work in the future then it would cause people to delay buying further STB and delay digital switch over.

**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?:**

I don't believe it is possible to address the issue. Sky should be prevented from going ahead to address any issues.

**Additional comments:**