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

Anonymous 75

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?:

email address

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?:

As seen with the Virgin/Sky disagreements, there is competition between the platforms and this should produce better choice for the consumer.

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

I consider that the consumer will have less choice if the FREEview platform is used for pay-to-view services. The word FREE implies that this medium is free to view. If someone wants Sky then they can pay to receive that service via DSat.
If this is allowed to go ahead then consumers will lose valuable channels that could be providing more FREE choice. Once they lock the channels out for pay services then there is little likelyhood of them reverting to free channels in the future, where will it end?

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?:

DTT should not carry pay channels at all, other means of receiving these are already available.
Keep IPTV, DSat and Cable seperate as subscription services and avoid all the confusion.

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?:

I have already found that several channels on DTT are pay-to-view. I object strongly to this. Many FREEview boxes are sold without the card slot option. In order to obtain these pay services I would need to buy yet another box, so would thousands of others.
Premium services are just that, premium - there is no place for them on a FREEview box. If extra capacity was made available, without affecting the current channels, then consumers may be able to buy an upgrade or new box if they really want to pay for channels, but no further reduction in free channels should be allowed.

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 is already too powerful, as demonstrated by their stance against Virgin. They use their power to intimidate other competitors as it is, don't give them more power or they will end up taking over everything! BSB?

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?:

point 4.2 of the document covers my concerns exactly. As Sky already have a stake in Freeview they should be curtailed from 'world domination', which is how I personally see them operating.

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

That word FREE in Freeview, point 4.4 again covers my views. The general consumer viewpoint is that this is a free to air platform and they do not want to pay a subscription.
Please do not muddy the waters further by allowing free channels to be replaced by pay channels. It is bad enough explaining to relatives and older folk that some

channels are not available because you have to pay for them.
Yes, DTT gives more choice than non-digital did, but that is a positive move forward thanks to new technology, without needing to go through the hassle people had when BBC2, then C4 and then Five came about.
Most people are aware that you pay for DSat, Cable and IPTV. The fact that DTT is branded 'Freeview' in advertising and other areas now suggests that this was a lie.

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?:

We're back to Betamax vs VHS are we? Sky wanting to produce new units with their encoding, against Top-Up TV's existing standard.
Point 4.10 once again highlights a potential requirement to replace existing equipment, at a cost to the consumer.
How many people have already bought DTT receivers? Will they be happy to see capacity going down, not just because they do not want to pay a subscription, but because their box does not support the option.

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

Only as stated already, Freeview should be just that - Free. It was launched as a free-to-air alternative to the non-digital terrestrial service, so why change it.

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?:

World Domination, I told you so!
With Sky pulling the strings on DTT they would soon want to start charging all consumers, whether they liked it or not, for any channel they have an interest in. Choice would be diminished.
I look back to the early 1980's, my first satellite dish, the channels available, the launch of Sky One. That was free then, so were many other channels that have either vanished or are now pay-to-view.
DTT was launched to provide a non-subscription alternative to DSat and cable, please keep it that way and avoid any confusion to the consumer.

Additional comments:

Vote Option 3, and take note of points 5.13 to 5.15.

DTT is not broad enough to be considered for pay-to-view services. Once Sky get a foothold that will be the end of choice as we know it.

I am not connected with any company that may be affected by the outcome of these proposals, other than being a concerned viewer.