

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

Anonymous 92

**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?:**

Irrespective of the means of delivery, these platforms are all in competition with each other. It is rare that viewers chose multiple platforms. Platforms are usually chosen on cost/benefit considerations. Freeview has limited channels but it is excellent value for money

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

The benefits are not clear. Anyone wanting the proposed channels is likely to choose the sky satellite platform as a pay service.

**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 is limited scope for sustainable competition on DTT by virtue of the limited channel availability. In any case the service is called "FREEVIEW"!!!

**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?:**

Suppliers aim to maximise revenue streams by offering premium content and also to "lock you in" to their service.

**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 already holds a dominant position on satellite. If sky were to be the only pay TV provider on DTT it is likely to act in a anti competitive manner. We have seen how sky hiked the price of content to Virgin Media, effectively stifling competition in that area

**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?:**

no comment

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

The public is used to a free to air service with analog TV. The Freeview platform has been "sold" to the public on the basis that this is an improved digital replacement for that analog service. Most Households viewing Freeview would not want to have to buy another box to view sky's new offering or to pay for what is currently free content. The change of STB plus further entry of pay to view provision will confuse viewers as to the future of DTT.

**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 immaterial as consumers have normally chosen either sky or Freeview. With sky's proposal another box will be needed at extra cost

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

no comment

**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?:**

It is unlikely that conditions or terms would have any significant effect. Better not to have sky pay TV on DTT

**Additional comments:**

3 free channels versus 4 pay to view channels plus a new box. Surely a "no brainer " here?

Let FREEVIEW do exactly what it says on the box!