

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

Anonymous 95

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?:

Every one has thwe choice to subscribe to any pay tv service - Sky, DTT, and IPTV have the widest reach - with Satellite having the greatest content, and Sky TV dominating the pay tv market.

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

I do not think this proposal will benefit the consumer.

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?:

Owing to the very limited band width on the DTT platform there is not much scope for competition with out damaging the Free content.

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?:

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?:

If sky forced top up tv out of business, they would then be free to raise prices as they see fit like they do on the satellite platform.

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?:

I believe the proposal would not confuse the consumer.

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?:

In the run up to the switch over many people are buying stb - they would not want to go out and buy a different one just to receive a limited new service.

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?:

Ofcom must ensure sky do abuse their dominant role and force sky to keep to reasonable price rises.

Additional comments:

Sky Dominate the pay tv market via satellite.
Keep freeview FREE