

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

Anonymous 97

**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?:**

I don't believe that the competition exists in a true sense. DSat has always been the true home of pay tv services and DTT to date has provided a weak pay service that few people take up. Not all people wish to have DSat and believe the current DTT service to be non viable, but believe that SKY with its experience and resources can provide an acceptable DTT pay service.

As it stands the current pay tv provider on freeview is doing nothing to promote the change to mpeg4 and is not interested in the provision of HD channels on the DTT system. Sky is at least starting the dialogue and proposing a system that can only help to drive forward the arrival of HD on the DTT system.

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

It will deliver a true pay tv choice on DTT for those that wish to expand the choice of channels.

The proposed change in the future to mpeg4, and the dual mpeg2 and mpeg4 boxes will also help drive the change to mpeg4 in the future and help support the addition of HD channels on freeview.

**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?:**

The DTT market will only be able to cope with 1 pay tv operator and the fittest and best will survive.

**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?:**

Movies and Sport and possible HD channels from the PSB providers.

**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?:**

The competition hasn't affected the market to date, and their proposal means that things can only get better for the DTT system which seems to be stagnating at present.

**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?:**

None.

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

The current pay tv provider is not well known in the general arena. The new service backed by skys money will not create any significant public confusion.

**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?:**

Extremely Essential.

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

No.

**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?:**

N/a

**Additional comments:**

The provision of skys service on dtt will eventually lead to DTT offering a wider range of channels. The adoption of the better mpeg4 system of delivery will create more space and hopefully lead to the provision of HD on the DTT system. Sky is providing the means take the DTT service forward.