

**Title:**

Mr

**Forename:**

Edwin

**Surname:**

Asher

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

Edwin Asher

**Representing:**

Self

**What do you want Ofcom to keep confidential?:**

Keep nothing 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:**

Yes

**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 am a pensioner and only have so much money. Therefore, if I spend it on type of TV service I cannot spend it on another type

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

I don't think that it can

**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?:**

Very little

**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?:**

Football & 1st release movies

**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 had a monopoly on terrestrial Tv as well as on satellite then they would control the whole market which would be bad for viewers.

**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?:**

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

I have an ITV Digital box which is now "freeview" The name "free"view makes it obvious that the service is free. If sky starts to charge for it then it won't be free will it? I know people of my age would be confused if they had to pay for a free service. That would be very silly.

**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?:**

None

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

Sky would take a stranglehold on British TV and then there would be no niche for competition to emerge.

**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?:**

No.

**Additional comments:**

I enjoy watching the two news based services (Sky News & Sky Sports News). They both provide for a more diversified service on freeview. If the news channel was axed then it would give BBC the monopoly and that would not be a good thing for TV news. The sports news channel is unique (apart for a couple of hours on Saturday afternoon when the BBC try to copy it). Again, losing it would be a big loss to freeview.

If the Government is trying to encourage people to buy digital TV then they should not allow for the service to be diluted by stopping a couple of the worthwhile channels.

I don't want to buy satellite because I cannot afford the subscriptions. This is why freeview is an excellent choice for pensioners. If freeview fails, due to lack of channels, then will we all need to invest in a dish and a subscription to Sky? Is this what they are trying to do?