

**Title:**

Mr

**Forename:**

Peter

**Surname:**

Bacon

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

P Bacon

**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:**

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?:**

DSAt and cable are pay TV services while Freeview is what it says "Free" with the exception of Top-Up-TV. The balance should stay this way.

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

No benefits what so ever.

**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?:**

Sustainable competition should be available providing the services from the different service providers are compatible and do not require the consumer to invest in different receiving equipment for different services.

**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?:**

Competition in providing football has driven up the bidding by Sky, Setanta, BBC and ITV to such an extent that there is too much money in the UK game meaning the football clubs are attracting even more foreign players to the detriment of the British players.

**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 has dominated the DSat market and a move to DTT will kill any competition due to their dominant position and financial backing.

**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?:**

Total confusion unless Sky adopts the same standards as TopUpTv allowing consumers to use the same STBs.

**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?:**

Very highly beneficial.

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

Yes, this will lead to Sky becoming even more dominant to the detriment of existing Public Service Channels.

**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?:**

STB compatibility needs to be ensured.

**Additional comments:**