

**Title:**

Mr

**Forename:**

Peter

**Surname:**

Cope

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

Peter Cope

**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?:**

There is strong competition, though clearly some of the channels to market (such as cable) can only be represented in certain areas

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

It will be detrimental. It will require new equipment and cause confusion on a platform that will be the staple for many users as the digital switchover takes place. This could be exacerbated with future developments post switchover. The Freeview platform should be a simple plug and go platform with a single hardware/software solution, albeit provided by different manufacturers

**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?:**

this does not bring competition. The same provider (Sky) is providing resources to all three key platforms.

**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?:**

Again, there is little competition with one dominant provider.

**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?:**

Yes. There will be little opportunity for other providers

**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?:**

Substantially so. There is already much confusion in the marketplace (particularly amongst the 'late adopters') and this will make it worse.

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

Freeview is currently viewed as a free service requiring a one off payment for a box. The new services won't compromise (technically) Freeview but confused customers may not comprehend that they don't have to subscribe to access Freeview when picnic is being heavily promoted (as it will be)

**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. Customers who have already invested in new hardware won't want to spend more for the sake of these new services

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

Yes, the dominance of one broadcaster

**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 I believe Sky will abuse any conditions and prevent any inroads from competition with the excpetion of premium high cost services (such as Setanta)

**Additional comments:**