

**Title:**

Mr

**Forename:**

IAIN

**Surname:**

COY

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

MR IAIN COY

**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?:**

Freeview is free whereas the other are pay per view. Freeview needs to stay entirely free not only for those who can't/don't want to pay for services but also to counter monopolies on services.

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

Essentially it won't. Choice is out there already.

**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?:**

Freeview will always be popular because it is free. Adding payable elements might not make any difference to that popularity as the consumer can choose not to have those elements. Sustainable competition will depend on what is on offer compared to competitors.

**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 it all depends on what is on offer. Sport is already well represented by Sky and Setanta for instance. Movies are also available on freeview so that 'dilutes' the need for more services to put it one way.

**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?:**

Perhaps not - Sky appears to be the name most people know when it comes to subscription TV so the situation will stay largely the same. Freeview is another platform for them to develop pay per view, however, TopupTV is already bolted onto Freeview anyway.

**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?:**

Too much choice!

**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?:**

Millions of people have purchased STBs and I'm sure millions of them are not adaptable for pay per view services. On the back of the changeover to digital this would mean more expense for consumers.

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

A very important aspect is SkyNews. On Freeview this offers a VERY IMPORTANT alternative to BBC News 24. The withdrawal of this would give the BBC a monopoly on Freeview digital news content now that ITV have stopped airing their Freeview digital news programme.

**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?:**

Yes, SkyNews should remain on Freeview.

**Additional comments:**