

**Title:**

Mr

**Forename:**

Andrew

**Surname:**

Dyer

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

Mr A Dyer

**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?:**

To a high extent, I feel there is a danger that quality free to air channels may disappear completely.

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

There are benefits for non satellite customers being able to watch premium channels, but I feel this is just another way of Sky gaining further market share.

**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 without careful management, Sky are very aggressive and need to be controlled.

**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?:**

Depending on monthly charges and contracts - Setanta have offered a package this season but I feel this has been priced too high to offer any real competition to Sky.

**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 very much so, the quality of programming has already gone down and I am gradually reducing my personal subscription to Sky as more and more channels become unwatchable. I would happily swap to a freeview box with the current channel offering.

**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?:**

I think Freeview and its offering has only just settled down, to make these changes now will definitely confuse the market.

**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?:**

This is useful, the less set top boxes you need the better.

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

I think it is not in the public interest to allow Sky to completely dominate the market and then charge whatever they want for the content. More channels should be included in FTA.

**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?:**

I am happy for the premium channels to be offered as well as the FTA channels but not instead of.

**Additional comments:**