

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

Mr Green

**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?:**

DSat, cable and IPTV are in direct competition, while DTT seems mainly to be the option for those that don't want to pay, or don't like to monopoly sky have.

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

I believe it will only really benefit sky. If people want sky sports they will get DSat!

**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?:**

I believe there is room for more channels, but it seems the picnic option sky want to use on DTT is designed to wipe out the other competition, eg setanta

**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?:**

The only real key aspect is sports

**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?:**

Of course, where is the competition, prices will soar and the consumer would lose out

**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?:**

not really

**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?:**

hugly. If the picnic platform was available on the same box as topup tv or setanta without having to change cards then it might just work!

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

**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?:**

**Additional comments:**