

Title:

Mr

Forename:

John

Surname:

Halton

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

J Halton Mr

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?:

Most viewers of Freeview are not looking for pay tv services at all.

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

There are no benefits to the consumer for this proposal. In fact the consumer will actually lose three channel slots that could be used by other free to air broadcasters.

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 do not want to see free to air channel slots being lost to paying ones.

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 key aspects of competition between pay TV providers will ultimately result in a loss of free to air channel slots.

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?:

The result of allowing Sky to become the only provider of pay TV on DTT would be hugely detrimental to customers. This profit driven monolith would soon despatch the pay TV competition, and would dominate the whole market. I would guess that their ultimate goal would be to remove the 'Free' from FreeView completely.

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?:

As new equipment would be required to receive Sky pay TV, this would completely undermine the straightforward simplicity of FreeView, where it is as simple as purchasing ANY box and receiving the free content. The FreeView concept is excellent and has been a champion for choice for the consumer. Without FreeView the country would not be at all ready for digital switchoff.

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

Most people I speak to are already confused about digital TV per se. As Freeview is a glaringly simple and easy to buy and use system, then it is obvious that this proposal will overwhelm people with decisions on which box to buy, what you get with each etc. Not a good idea!

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?:

Absolutely essential.

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

Yes I do. Freeview should be left for predominantly free channels - with some minor limited pay options if necessary. Sky is proposing to spread its high charging pay TV services, like a cancer to this excellent free platform. If they are allowed to do this it will mark the end for what could have been the UK's continuing broadcasting success story.

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 think the only option is to get rid of Sky off the DTT platform altogether. If we lose this opportunity to stop the monopoly ambitions of Sky, I feel that it will be too late for the whole concept of Freeview.

Additional comments:

Sky are already ruining consumers choice by buying up series, such as Lost and Prison Break. These series had already been shown by DTT and consumers were keen to continue to enjoy them. That is until Sky outbid the DTT companies and now show them exclusively to pay TV customers. Sky are a totally negative influence on viewers who do not wish to take their services. If people wish to pay Sky, then they have satellite, if they don't they have Freeview. Lets get rid of Sky altogether!