

**Title:**

Mr

**Forename:**

Chris

**Surname:**

Harrold

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

Mr C.J.Harrold

**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?:**

Having competition between service providers is not a very good for end users customers. For example if BSkyB gets the latest hit series and it is not available to other service providers then it is not very easy to change from one service to another ? having multiple services is not practical both financially or technically.

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

The benefits to the customer would be more choice of supposedly good quality programming that would not be normally available for free.

**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?:**

The Freeview brand should be kept as a free to air service. A lot of equipment has been sold that is not able to have the slot for the pay card. People who have already purchased a Freeview box will have to spend more money on a new box compatible with the new services, creating environmental waste on the old box and creation on the new equipment

**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?:**

Would offer good quality programming that would not be normally available for free.

**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?:**

This would stifle choice to the customer

**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?:**

stifle choice to the customer

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

For example if BSkyB gets the latest hit series and it is not available to other service providers then it not very easy to change from one service to another ? having multiple services is not practical both financially and technically.

**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?:**

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

Lack of choice to customers

**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?:**

Do not allow Sky from being the only provider. And allow other services become available.

Also standadise the settopbox format to allow everyone to get pay tv if wanted.

**Additional comments:**