

**Title:**

Mr

**Forename:**

Peter

**Surname:**

King

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

Peter King

**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?:**

They are not in competition so much as complementary. DTT is offering TV free at the point of use.

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

No benefits whatsoever. The suggested channels from Sky are already available through Sky satellite services.

**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?:**

Not at all on the DTT platform. Very much so across all pay TV.

**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?:**

N/A

**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.

**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?:**

It would seem that the more pay TV channels are made available on DTT the more the name Freeview would lose its meaning.

**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?:**

Not at all. This is far outweighed by the importance of maintaining and preserving a significant DTT presence of freely available channels.

**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?:**

No. If Sky were allowed to offer pay TV on DTT and others were not this would unfairly favour Sky. If others were subsequently allowed, this would threaten the range of freely available channels available on DTT.

**Additional comments:**

I believe OFCOM's overwhelming concern should be the preservation of the maximum number and range of freely available channels on DTT. To allow Sky TV to withdraw their existing free channels and replace them with paid-for channels would set a dangerous precedent and begin the process of reducing unacceptably the number and range of freely available channels on DTT.

Ideally I believe that no pay channels are acceptable on DTT.