

**Title:**

Mr

**Forename:**

Peter

**Surname:**

Milloy

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

Peter Milloy

**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?:**

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

Very few benefits.

**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?:**

BSkyB makes it very difficult for anyone to compete with pay TV on DSat, and whilst there is some scope for some limited pay TV on DTT it is likely to undermine the concept of "free"view. Competition will be more sustainable after analogue switch-off assuming more channels become available. With limited bandwidth the idea of additional (non-compatible) pay TV services should be rejected.

**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?:**

**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?:**

If BskyB were allowed a competing, non-compatible, pay TV service they may undermine the existing pay TV services on DTT. This is unlikely to be beneficial to alternative developments like IPTV.

**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?:**

Though there is an argument that existing set top boxes should have greater functionality (provision for pay services, and different compression types). This development at this time would increase confusion.

**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?:**

New TVs generally have built-in DTT, and currently the Sky channels are all receivable, it would be a step backward to ask consumers to have to have an additional STB. Incorporating a STANDARD pay TV card slot would help, but is it going to be possible to have this for more than one pay TV service?

**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?:**

If Sky were to become the only pay TV provider on DTT as well as DSat then this would be a disaster. I find it difficult to conceive conditions which would in any way mitigate this through conditions which might be placed on them.

**Additional comments:**

BSkyB's ruthless aggression to capture near 100% of the non-cable pay TV market must be resisted.