

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

Freeview to remain free...

**Representing:**

Self

**What do you want Ofcom to keep confidential?:**

Keep name/contact details/job title 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?:**

This move would be bad for competition and consumer choice. Sky should either provide free to air tv on the freeview platform or not at all.

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

No benefits, as it will take away available "free to air" station slots on the Freeview platform, leaving the viewer with less choice unless they pay more money, which many are unable to do. In the long run it could be very detrimental to television as a whole.

Freeview should do what it says on the tin... FREEVIEW!

**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?:**

none on DTT, if people want to pay for their tv service they would already have sky via a satellite dish.

The Freeview service was set up to provide a digital platform free to viewers, to enable the government to turn off analogue service, therefore it should remain free to view!

**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?:**

Top Up TV has not been a success because people who have Freeview do not want to pay for tv services and this proposal is the first step to forcing people to pay more (on top of the licence fee) to watch tv. As I said above those who want pay to view can already do so.

**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 it would be very detrimental to DTT.

**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 confusion just less choice unless you're well off and can pay!

**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?:**

no benefits.

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

Yes.

**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 do not think this could be solved by more conditions. Sky have satellite sorted up, Freeview is the only real competition they have, if they want to stay on Freeview fine but it should be FREE.

To put it another way, would you hand over all the other supermarkets to Tesco?? No because it does not enhance consumer choice!

**Additional comments:**