

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

Anonymous 106

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?:

I don't consider them in competition, they are different options.

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

No benefits whatsoever

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 evidence of the tremendous take up of DTT shows that a free service is what people want. If they require more they are able to pay for it via cable or satellite

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?:

A minor role

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. They would endeavour to migrate all platforms to pay TV.

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?:

Greatly.

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

DTT is Freeview, obviously having to pay for content fundamentally makes the name Freeview redundant. People know that if they want extra content, they can pay for it via Satellite and cable.

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 beneficial at all.

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?:

Make the services available free, with no option whatsoever to impose a charge in the future.

Additional comments:

I strongly urge Ofcom to reject these proposals on the grounds that consumers already have a choice of whether to pay for TV or not. Allowing Sky access to DTT in this form will lead down the road of no 'free' services whatsoever.