

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

Anonymous 108

**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:**

Yes

**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?:**

Dsat, cable and IPTV can be considered competitors due to the similar bandwidths available to the providers.

DTT has a limited bandwidth and cannot compete fully with the other formats.

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

I would assume that some people would opt for the new services but to my mind DTT should be an FTA platform because of the limited bandwidth available.

**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?:**

DTT can only provide a limited number of PPV channels compared to Dsat & cable so, I feel that there isn't sufficient scope for sustainable competition.

OnDigital failed as a pay to view service as its costs outweighed its income. Dsat and/or cable may be able to absorb the costs as they have income from their main streams.

**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?:**

The providers of Dsat & cable are going to want to ensure that they run any PPV services on DTT so there is no real competition as such.

**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?:**

Sky is a profit making business. It is therefore, its aim to continue as such and to ensure that there is no real competition to them. If sky did become the provider of PPV channels on DTT from their point of view it wouldn't have a detrimental effect.

From the end user's point of view it would provide another platform through which PPV channels could be received.

**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?:**

I suspect it will lead to many of them. after DSO there will be free space to add additional MUXES but apart from sky I cannot see who would raise the funds to be able to add additional muxes.

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

I think that consumers are already confused by talk of DSO, Freeview, DTT, TopUpTV etc.

Many people will assume that they can get a set-top box and hook it up and away they go. This IS true for Freeview but anyone wanting to receive the PPV channels will have to get a box that takes a card. A card is needed for TopUp TV, a separate card would probably be needed for Sky DDT channels as well as Setanta.

Just how many cards would viewers expect to have?

**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?:**

If there were to be Sky and possibly other supplied PPV channels on DTT then as per my previous response, one box that can handle them all would be needed. Nobosy would want to have say, three STBs, or say, three cards for the one STB. That would be a ridiculous situation.

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

I suspect that people might be worried that some more FTA channels would/could be removed in favore of pay channels.

**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?:**

Basically keep DTT as an FTA facility.

People who want pay TV will always go for Dsat or cable where there is a large selection of sport, film and entertainment channels. The DTT platform can realistically only support a very limited number of pay channels such as 1 sports, 1 film and 1 entertainment channel.

This will lead to frustration, the film you'd like to see being on a different channel, the football game being on a different channel etc etc. People will see that there are major limitations in DTT as a pay service compared to other formats. I suspect that Sky are only out to use these channels to entice people back to dsat.

**Additional comments:**