

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

DTT Viewer

**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?:**

DTT after the demise of ITV Digital should completely become a free-to-view replacement for analogue TV. Just as analogue terrestrial television didn't carry pay tv, digital terrestrial should follow in its footsteps. In that respect DTT isn't competing with the other pay services available on many other platforms with much more capacity.

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

While it may allow some to have the best of Sky for a fee without satellite, it would take up a significant amount of bandwidth which was meant to be used for free-to-air television when DTV Services applied for the multiplex license.

**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?:**

There is no competition for pay tv on DTT due to the lack of bandwidth. These proposals show no sign of how the service could expand as such services naturally do.

**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 lack of capacity means the channels could only really be teasers for the services available on other platforms due to the timesharing nature that would be in use.

**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?:**

The only way the services could compete would be to use more and more capacity that used to be used for free to air channels.

**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 feel strongly that the negative impacts of the proposal in section 4 would be expressed and the DTT service would suffer at the worst possible time of digital switchover. The only people who would benefit would be Sky or other non-dtt services as consumers look for a more stable tv service.

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

A high amount of confusion. The service is currently already very confusing due to non-digital tick boxes providing poor service to consumers and even OFCOM suggesting that in a few years, a lot of equipment is going to be worthless as mpeg4 and dvb-t2 will become the main standard. Especially if pay-tv services are squeezing capacity. Having an EPG with channels from many different services has already been very confusing, it will only get worse.

**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. There are a lot of issues now with regards to the current mpeg2 fta only boxes dominating the box. Much more consultation needs to be done to assess whether the public are going to be happy with having to upgrade expensive equipment to much more expensive equipment which would cater for new mpeg4 dvb-t2 technologies. Technologies which should have been implemented many years before digital switch over.

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

A complete lack of faith in the DTT service. The addition of more pay services will only make consumers think their current offering is going to diminish to just the PSB channels and their investments in buying DTT equipment for the free channels was a waste of time.

**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?:**

I don't think worrying about competition is what consumers are thinking about. It's having many different services sharing the same EPG and freeview stakeholders deciding to use their capacity to provide pay channels, channels they don't want because they have opted for a free service.

**Additional comments:**