

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

Anonymous 115

**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?:**

At present there is little or no competition between platforms. Consumers buy one main box and stick to it.

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

NONE! Another DTT decoder box is needed as SKY wants to use their own encryption system. Sky will market their own boxes and exclude Setanta and TOPUPTV

**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 scope for competition but on the DTT platform the low value channels e.g. Home Shopping, Gaelic, Community and the PLUS One hour should be scrapped to

make space for extra pay channels. SKY News, SKY Three and Sky Sports News should stay as they are.

**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 role of extra premium sports channels is to block access to Free channels. E.G. Champions League football can have 3 matches on air but all are on Premium channels. The extra Premium channels will erode the FTA share of the market by having more purchasing power.

**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?:**

As SKY DTT boxes will dominate the market no one else will get a look in.

**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?:**

During switchover erosion of free channels will tend to enhance hostility to DTT. We are promised X free channels today, next year this is X-3 ! Anti change newspapers - maybe the Daily Mail (in England) and the Sunday Post (in Scotland) will have a field day with "poor Pensioners swindled headlines"!

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

Different decoder boxes always confuse!

**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?:**

For people who live in flats without Cable and want SKY Sports - yes there is some benefit. If OFCOM want this they should release extra bandwidth for DTT for SKY to use.

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

1) SKY will doubtless have even more reason to lobby against more events being made Free to Air and want more events to be pay only.

2) LOSS OF SKY NEWS. Sky news is the only alternative on DTT to BBC News24. (On free SAT CNN and Sky News are available as well as BBC News 24). Is it desirable to have a significant chunk of the UK public with only access to one 24 hour news channel?

**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?:**

A law is require to ensure that say 20 channels on DTT are dedicated to quality freeview channels (not shopping, advertising, gambling, religion, porn or dating channels).

**Additional comments:**