

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

Gerry Carpenter

**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?:**

Contact details

**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?:**

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

I am very concerned about BSkyB's proposals to withdraw its three channels on Freeview and to replace them with three subscription channels.

Over 9 million households in the country have purchased Freeview boxes and receive their television services by this mode. This figure will increase as the Digital Switch over programme proceeds between now and 2012. Sky's proposals will inevitably make Freeview less attractive and could undermine the switch over exercise and the considerable sums of money, which are being invested to upgrade and adapt the transmitter network throughout the country. At the same time, is promoting its own

alternative (Freesat), which in its current form is far less attractive. Sky's proposals seem to be a cynical attempt to undermine Freeview and promote its own alternative.

**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?:**

**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?:**

**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?:**

**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?:**

The existing DTT Pay TV services provided by Top Up TV and Setanta utilise a single CAM, which is plugged into an appropriate socket in the Freeview box or IDTV. If Sky's submitted proposals are approved it would not be possible to receive its subscription channels and those provided by Top Up TV and Setanta, which would cause confusion for the general public and mean that it would be necessary to purchase two boxes to receive all the channels. Ultimately, this could undermine the position of the Top Up TV and Setanta, and reduce the level of choice available. If Ofcom, decides to sanction Sky's proposals, it should insist that it should be via a single CAM.

**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?:**

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

**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?:**

**Additional comments:**

I should be grateful if you would give due consideration to my representations and keep me informed with developments