

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

Anonymous 120

**Representing:**

Self

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**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 should be protected from the Pay TV predators. There are not enough channels for a free market.

That market should flourish in cable, satellite, and especially, the limitless potential of IP. Which will be able to reach all.

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

Picnic will immediately damage the diversity and quality of the Freeview offering - now the most important UK platform.

The loss of Sky News to the vast majority of viewers would be a disaster - limiting the range of voices and opinions. Following the demise of ITV News Channel, it would leave us with a monopoly news provider. LESS competition!

And all unnecessary because Sky News is viable and self supporting. They - and we - have no need for a reckless move to scrambling.

**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 tiny number of channels and requirement for subsidised new boxes and CA equipment means nobody would be able to follow Sky into this business.

A monopoly in DTT pay services will be the likely final outcome, once Setanta is crushed. Which is the whole aim of Picnic.

A DTT monopoly owned by the Satellite monopoly.

**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?:**

Top Up topped.

Setanta sunk.

**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?:**

Look at how Ofcom's soft-touch regulation on satellite has let the Sky giant grow fat and lazy there.

Only when a variety of Freesat boxes, software and EPGs arrive, will they address the shortcomings of the aging Sky platform. Ever tried recording radio on SkyPlus? No profit, no interest.

A Sky monopoly on Pay-DTT would kill off every other flower in the garden.

**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?:**

It will.

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

It compromises and damages 'Freeview' to lose key channels. It should do what's on the tin.

And what Sky signed up to, as a partner in Freeview's launch.

Multiple boxes, with myriad standards (though only Sky's free) would cause confusion and uncertainty, just as elderly viewers are being asked to switch.

**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?:**

They WOULD have to buy separate STBs - though Sky would give them away to kill Setanta.

Sky could offer PPV big movies or sport conditionally as TVX/Fantasy do, but that wouldn't get them a monopoly or let them take over the platform - the true aim.

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

See Additional comments

**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?:**

Monopolies are INHERENTLY damaging.

Promises to be a 'good dictator' are no substitute for choice.

**Additional comments:**

This is only the Trojan Horse. Sky would use the income from a DTT pay monopoly (plus its Satellite warchest) to slowly take over the entire platform from within. Channels would be 'persuaded' one by one to take the Pay route, rather like our dentists.

Freeview's ability to serve a "variety of tastes and interests is unacceptably diminished", to quote your objectives.