

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

Anonymous 121

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?:

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

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 reason why DTT is now the targets supplier of digital TV in the UK is that consumers see this as the only 'free' source of TV and for many payment of a subscription is not an option. If you allow BskyB's proposals to go forward this would reduce the available channels on DTT and therefore the availability of free to view channels to millions of viewers in the country. This seems to be unfair and in opposition to what the govt is trying to achieve at the moment in asking customers to convert to digital TV. I also think it would stifle competition as it would give Sky an 'in' to a platform that was the 'free to view' alternative which apart as mentioned restricting viewers choice, especially for those who cannot afford a subscription, would also mean Sky have access to a platform that Virgin their nearest competitors do not.

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: