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

Anonymous 123

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?:

They are directly in competition for content.More subscribers, eqquals more finances, and more finances equals more content. Pauy tv means a huge drain of top tv shows from terrestrial.

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

It is not. Currently Freeview is a compelling product, offering a diverse array of channels. Crucially it is simple, buy a box and recieve the majority of channels for free. Complexing this with more and more pay tv options, will confuse consumers and reduce channel selection. Furthermore the lack of success of Top Up Tv sugfggests there is little demand for a pay tv platform on freeview.

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?:

On DTT it is not possible. This is because of limited available slots. If pay tv was to be a compelling product on dtt, this will be at the direct expense of the 9 million freeview subscribers. Generally competition in pay tv is huge. With many new providers offerings fromt elecom companies in particular. It would be far better to allow these new technologies to compete for subscribers than damaging the existing dtt network.

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?:

currently, top up tv offers a limited array of dcontent. Santana does provide sports premium content. There may be arguement for sky to offer its sport content in competition. There is no real need to have more competition in the entertainment or news channel genre, considering the current offering on freeview. Furthermore many of the channels on freeview focus heavily on movies.

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?:

yes. Sky would damadge competition. Due to the nature of freeview, competing products could not launcha s there is noc capacity. Only sky and top up tv would compete. Sky would certainly use its huge powerful poition to destroy top up tv business model. It will use its premium content to push out other providers. Furthemore emerging technologies such as freesat, and telecom services from oragne and bt will seem less attractive.

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?:

all the concerns raised are valid and likely.

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

Very likely. The reason top up tv is so unsuccessfull is its lack of understanding with the consumer. Many people are allready confused as to why soem channels shown on the freeview menu are not available to them. Sky Picinic service would add another layer of confusion. At the very least the pay for channels should be clearlys eperated fromt he free to view channels on the EPG. This should be done to avoid consumer confusion, and to aviod disappointment of consumers expectign channels they cannot recieve.

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?:

It is not. DTT freeview ids designed for mass market, to directily replace terrestrial tv. There are now numerous competitive providers of pay for content, where equipment is usually provided free. Consumers expect to purchase new equipment to get premium content. However it would not bne acceptable to create a two tier freeview market. Where different boxes had completely different decoding capabilities. This would elad to confusion, and potentially a bigh digital divide.

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?:

No. Freeviews limited capacity means it is unable to deal with this properly. No other provider would be able to show the cahnnels on dtt.

Additional comments:

Sky must be stopped from taking over the limited space on freeview. It is clear their aim is to damage the freeview offering for their commericial gain. By limiting freeviews channel offering, and confusing the 'free' aspect in the mind of the consumer, sky hopes to increase subscribe growth and its domiance over the tv market. The DTT freeview platform offers a amss consumer option for consumers, that is a vital public service, particuatrly as we go into digital switchover. Sky must not be allowed to proceed with these proposals.