

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

Anonymous 149

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?:

I think they are all competing, and this competition will increase in the future

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

This will not benefit the consumer, skys services are already available via satellite and cable services to the majority of the population.

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?:

cable, satellite, online. terrestrial pay tv is not needed. adding another format or pay tv will just confuse consumers more.

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?:

yes, sky would monopolise the dtt platform as it already has the channels/programmes to simply transmit. this would make it difficult for new competition to enter the market.

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?:

totally as sky services are traditionally thought of as "satelite tv". not just the brand "sky", but also the channels, "sky1", "sky movies" and "sky sports".

everything about sky is synonomous with satelite tv

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 Totally essential that if this plan goes ahead then it must be available on existing DTT Stb`s. The current freeview system has established itself now, with seperate STB and integrated digital tvs, without the need and confusion of an addition STB`s for digital pay TV.

The idea of a seperate STB for Skys pay tv on freeview is bad for the consumer, bad for competition and bad for the enviroment. Who needs an addition Stb plugged in.

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:

Freeview should remain free!

Please dont allow sky to take over freeview, as this would be a slippery slope to all off freeview becoming pay tv.