

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

Anonymous 156

**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?:**

Geographic availability aside, I wouldn't include IPTV as a competitor to the other services at present although that may change in the future. DSat and cable are in the same league but DTT should be, as analogue terrestrial always has been, a strictly free service (free as in funded by commercial breaks, with the exception of the BBC).

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

Personal experience with BSkyB's current services has been poor. Their pricing system is deliberately confusing and their television channels are riddled with commercials. I don't see this changing with a DTT service.

**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?:**

Respecting Ofcom's decision on DTT not strictly being free-to-view, the DTT platform allows for plenty of competition if several conditions are met, to name a few, (1) the consumer must not need any extra hardware to change provider, (2) television channels are sold individually and not bundled.

**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?:**

**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:**