

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

Anonymous 160

**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?:**

All platforms are in competition with each other. DTT (Freeview) has been a great success and Sky want to control it. Take a look at Dsat where they control everything. Where was Ofcom or the Government in allowing this.

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

There is some benefit to those who cannot have a Sky dish due to current planning rules. Change the planning rules and keep DTT as free as possible.

**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?:**

None, history has shown how ruthless Sky is. They are the dominant provider on pay for Dsat. To allow them to have access to DTT and start a pay for view service will destroy all other competition.

**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?:**

Sky want to stop Santanta and others from growing into possible strong competition. Ofcom has to allow these providers time to become viable and strong enough to compete with Sky which at present they are not.

**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 Dsat!!!!!!!!!!!!!!  
Where is the competition.

**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?:**

Like all new technology, some people will have no problems, some people will have some problems, some people will be lost. The current digital switchover will give a good indication of possible issues.

**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?:**

DTT is currently a single platform where all you do is buy a STB and plug it in. It does what it says on the tin. Keep it that way.

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

If this proposal is given the all clear then it will only go one way and the the prospects for BBC and ITV will be dire.

**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?:**

If Sky become the only pay TV provider on DTT, then Ofcom and the Government will have failed in it's duty and it will be too late to do anything. You might as well stick a sign up saying "WELCOME TO GREAT BRITAIN HOME OF MURDOCH MEDIA EMPIRE"

**Additional comments:**

For the sake of FTA DTT do not allow Sky to introduce a Pay For TV Service.

Sky provide a great TV service which is available to most people in this country via Dsat. I do not have any issue with this as I have a choice whether to buy this service. DTT is replacing our current analogue service and every step possible should be taken to ensure we keep a fantastic and world respected FTA television industry.