

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

Anonymous 161

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?:

DTT is not in competition and should not be in competition with the pay tv channels.

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

It will not offer any benefits to consumers of dtt.

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?:

people who want pay tv will move across to those services.

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?:

the free to air channels will get squeezed out

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?:

sky should not be permitted to run pay tv channels on dtt unless it is in a format that does not require other equipment to be purchased.

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?:

FREE View should be free to air.

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

it would lead to a great deal of 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?:

very important!

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

YES

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 sky should not be permitted to offer pay tv on dtt

Additional comments: