

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

TN

**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 in competition now, and will be more so in the future

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

No possible benefits to consumer.

**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?:**

DTT is in danger of being used by Pay TV to recruit subscribers by

1. offering only teasers during restricted hours.
2. taking up and not using bandwidth as a way of keeping others out the Freeview market, or limiting the choice/success of DTT.

**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?:**

It would have a significant detrimental effect as Sky would be the de-facto standard setters, which they could then leverage to stop others entering the marketplace.

**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?:**

Sky could claim to be an all-in-1 shop, which it would be. This alone would muddy the waters and suggest to consumers that choosing any other supplier is a less desirable option.

**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 (freeview) is a direct replacement for analogue transmission, and most TVs will incorporate a digital decoder. All pay TV services should be via it's supplier own STB unless they all agree to an OPEN NON-PROPRIETARY standard.

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

To suggest that 1 company should be in charge of setting the standard for all STBs is giving away the shop.

**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 I do not, I believe a monopoly in the marketplace makes its own rules and any damage would have to be fixed after a long drawn out period of legal wrangling.

**Additional comments:**