

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

Anonymous 175

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?:

Satellite and cable compete where both are available. DTT is not really a strong option for pay-TV - options are limited. IPTV is not really viable, at least at the moment - it's slow, tedious to use, and has poor quality.

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

They won't. Freeview has been a roaring success; taking away free-to-air channels and replacing them with closed pay-channels will disadvantage the consumer and damage the Freeview brand.

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 not a viable platform for pay TV due to its' limited bandwidth. It should be used solely for free-to-view TV.

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, it would be detrimental. Sky already have too much control of British pay-TV and should not have more in the interests of competition and consumer choice.

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?:

Consumers already have a wide range of options for viewing both free and pay TV. Adding more options would inevitably lead to 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?:

If consumers want those services, it's reasonable to expect them to have to buy more equipment.

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?:

No, it's not possible. Sky should not be able to offer pay-TV on DTT.

Additional comments: