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

Anonymous 185

## 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 all offer tv viewers the option to watch new/extra channels than currently available to analogue viewers. They are therefore by nature in competition with eachother.

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

if it competes with existing paytv then none. if they look to do a joint venture or buy out topuptv then that could be good for 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?:

there is insufficient capacity before DSO and, according to available information on the www ,after dso. there should be either one or no paytv supplier allowed on 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?:

i think premium content would only be viable both to the consumer and supplier if there is enough choice. we already have dvd rentals, online subscription services (tiscali) etc. i for one wouldnt be interested in paying for premium content from 2 suppliers, some of which would likely duplicate over time

## 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?:

no - topup tv has become a farce both from a technical hardware issue and their customer service. as a single supplier i think sky would improve paytv, though my preference would still be for no paytv and use capacity to improve the quality of existing channels,

## 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?:

it partly depends on how many people currently watch the channels that would be removed. whilst as much choice as possible will always be best for freeview, if the three channels are effectively removed, without new equipment, it will still ultimately only really impact no more than 3% of the freeview population on a daily basis (figure is estimated based of the weekly coverage figures provided by BARB)

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

i think the main issue is that it is really a year too late. equipment already "certified" as DIGITAL TICK has been purchased for a year now and suddenly consumers may find that their brand new £1000 tv wont receive all the services after all. this could leave the goverment/DSO open to litigation

## 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 i had a choice of a heavily subsidised box, that also provided backwards compatability with existing equipment this might offset any initial "annoyance" at having to buy another box. if it meant a new box just for the new services or the cost was disproportionate to the number of channels this would be a big offputter.

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

if the service went ahead and proved popular (say 1 million subscribers) this might encourage existing FTA suppliers to switch to pay.tv this would be to the overall detriment of freeview.

## 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?:

Due to the restricted bandwidth available, much less than on satelitte, sky should be limited to the maximum amount , as a percentage of bandwidth, that it could ever own, either directly, or as a joint venture partner.

## Additional comments:

none