

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

Anonymous 195

**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?:**

Free DDT is in competition with free DSat.

Pay DSat is in competition with cable in locations where both are available.

IPTV is currently an unknown quantity.

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

Basically, not at all: unless Sky's DTT subscription were very low, consumers would probably prefer going for Sky DSat.

**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?:**

I am not certain that there is scope for ANY sustainable pay TV on DTT: the subscriptions seem quite high for what you get compared to the other platforms. DTT has been heavily marketed as FREE.

As for the other platforms, DSat has the advantage of availability where there is no access to cable or broadband internet, and cable is probably the most vulnerable of the three.

**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?:**

Price versus number of channels, and DDT is always going to be hampered by lack of bandwidth, and hence channels.

**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?:**

In the long term Sky DDT would be unlikely to be able to compete with Sky DSat. Hence under this scenario pay DTT would be likely to die out.

**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?:**

instead of advertising 30 FTA DTT channels, it would be necessary to advertise only 27, which is likely to worry consumers: i.e. how far is this sort of erosion likely to continue?

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

Needing a different STB according to which service is wanted would cause confusion, and Sky with its powerful brand and huge marketing clout would be likely to freeze out the TUTV/Setanta STBs.

**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?:**

Essential, particularly when consumers realise that format changes proposed for 2009 and 2014 are likely to render all these STBs obsolete long before they wear out.

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

Personally, I think that Freeview should be FREE, and there is a definite impression that it could be reduced to little more than the traditional five channels: for example, there are fears that the BBC may not be able to continue financing BBC3 and BBC4.

**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?:**

Once Sky became the only provider of pay DTT, any conditions would be irrelevant.

**Additional comments:**