

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

Anonymous 197

**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?:**

None.

**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?:**

A great deal

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

I do not think there would be any benefits to the 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?:**

Freeview should not carry any more subscription channels. Will there be bandwidth problems and eventually effects on picture quality if too many stations are added?

**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?:**

Other platforms would have their subscriptions diluted.

**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?:**

As above (question 4). Freeview is very popular, so others (cable etc.) could be affected.

**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?:**

A lot

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

Much

**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?:**

Any transmissions MUST be receivable on ALL existing STBs. I have three expensive STBs with built in hard drives.If they become redundant, or unable to receive All services (if I want them) then I must be given equipment of the same standard to receive both. This is MOST IMPORTANT>

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

Sky is becoming too involved and there cold be problems eg as with Virgin.

**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?:**

A multi access Freeview HDD receiver must be provided by SKY to replace existing ones; in my case THREE.

**Additional comments:**