

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

Anonymous 203

**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?:**

Name & email - to stop spam emails etc.

**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?:**

Sky just want the public to think that Digital TV changeover means you need a pay TV subscription ? a view I hear all the time when I see the like of Curry's staff advising people ? you need a flat panel HD TV & sky HD. (HDTV should not equal a Sky subscription)

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

I would think letting Sky set up another pay TV service on Digital Terrestrial would be a big mistake. Digital TV changeover is coming to a critical phase when the government should be encouraging people to changeover in advance & muddying the waters with another box type and discussion of which is best MPG2 or MPG4 etc. will confuse the public. That is surely why we now have an agreed standard (DVB) for PVRs digital terrestrial boxes ? LCD TVs etc.

**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?:**

When the digital changeover is complete, along with digital terrestrial HDTV & free sat HDTV services but until then I think that Sky's picnic service should be blocked. If they counter this by saying they are stopping their channels then they should give back the available space to allow (Setanta sports, 24 hour Virgin 1 & history channel) its use by other channels.

**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?:**

Sky just want the public to think that Digital TV changeover means you need a pay TV subscription ? a view I hear all the time when I see the like of Curry's staff advising people ? you need a flat panel HD TV & sky HD. (HDTV should not equal a Sky subscription) The completion would also destroy TUTV. Sky already dominates satellite pay TV and has been very aggressive towards cable. (something I hope you will stop soon as well). If it was not for the new found financial strength of the Virgin media merger of ntl & telewest etc the withdrawal of Sky's channels would have hit their profits hard and pushed them out of business. As it was they have responded with launching Virgin 1 & backing Setanta Sports news in response.

**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?:**

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**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?:**

I would think letting Sky set up another pay TV service on Digital Terrestrial would be a big mistake. Digital TV changeover is coming to a critical phase when the government should be encouraging people to changeover in advance & muddying the waters with another box type and discussion of which is best MPG2 or MPG4 etc.

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

I would think letting Sky set up another pay TV service on Digital Terrestrial would be a big mistake. Digital TV changeover is coming to a critical phase when the government should be encouraging people to changeover in advance & muddying the waters with another box type and discussion of which is best MPG2 or MPG4 etc. will confuse the public. That is surely why we now have an agreed standard (DVB) for PVRs digital terrestrial boxes ? LCD TVs etc. Sky just want the public to think that Digital TV changeover means you need a pay TV subscription ? a view I hear all the time when I see the like of Curry's staff advising people ? you need a flat panel HD TV & sky HD. (HDTV should not equal a Sky subscription)

**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?:**

I guess if trees block a satellite signal or if there is no cableTV. But are we prepared to let the dangers of letting this Sky proposal go ahead outweigh the benefits to a very small number of people who may not even want it as they already get freeview.

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

Yes I would think letting Sky set up another pay TV service on Digital Terrestrial would be a big mistake. Digital TV changeover is coming to a critical phase when the government should be encouraging people to changeover in advance & muddying the waters with another box type and discussion of which is best MPG2 or MPG4 etc. will confuse the public.

**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 - look at what has happened with Virgin media - please stop this proposal

**Additional comments:**

Summary

I would think letting Sky set up another pay TV service on Digital Terrestrial would be a big mistake. Digital TV changeover is coming to a critical phase when the government should be encouraging people to changeover in advance & muddying the waters with another box type and discussion of which is best MPG2 or MPG4 etc. will confuse the public. That is surely why we now have an agreed standard (DVB) for PVRs digital terrestrial boxes ? LCD TVs etc. Sky just want the public to think that Digital TV changeover means you need a pay TV subscription ? a view I hear all the time when I see the like of Curry?s staff advising people ? you need a flat panel HD TV & sky HD. (HDTV should not equal a Sky subscription) The completion would also destroy TUTV. Sky already dominates satellite pay TV and has been very aggressive towards cable. (something I hope you will stop soon as well). If it was not for the new found financial strength that the Virgin media merger of ntl & telewest etc the withdrawal of Sky?s channels would have hit their profits hard and pushed them out of business. As it was they have responded with launching Virgin 1 & backing Setanta Sports news in response. I?m all for competition & there will be a place for another pay TV when the digital changeover is complete, along with digital terrestrial HDTV & free sat HDTV services but until then I think that Sky?s picnic service should be blocked. If they counter this by saying they are stopping their channels then they should give back the available space to allow (Setanta sports, 24 hour Virgin 1 & history channel) its use by other channels.