

**Title:**

Mr

**Forename:**

Barry

**Surname:**

Collings

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

Mr Barry Collings

**Representing:**

Self

**What do you want Ofcom to keep confidential?:**

Keep nothing 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?:**

Not at all - I believe DTT provides a valuable service for those who have no interest in pay TV.

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

None whatsoever.

**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?:**

None whatsoever.

**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?:**

Confusion, degradation of services, increase in 'adult' programming.

**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. Sky deserves great praise for its lead role in the development of satellite TV services, but it should only be allowed to distribute its FTA services via DTT.

**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?:**

The requirement for different set-top boxes is surely the most obvious disadvantage in this proposal.

**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?:**

Not at all.

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

No

**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, I do not believe pay TV services should be permitted on DTT.

**Additional comments:**

I believe the name says it all - FREEVIEW. DTT should consist only of FTA channels. I consequently believe that the current pay TV channels on DTT should be removed forthwith, thus liberating space for further FTA channels on this important medium.