

**Title:**

Mr

**Forename:**

Paul

**Surname:**

Hadley

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

P Hadley

**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:**

Yes

**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?:**

I wouldn't say DTT is in competition with the other options. Ok, so DTT is made up of Top Up TV (Top Up TV Anytime subscription service, and some linear encrypted channels) and Freeview - which means DTT customers get some subscription services through their aerial if they wish. But if people want a better subscription option, they should go for Virgin Media or Sky. Not in competition in my opinion. In the past,

when the likes of On Digital (latter ITV Digital) were around (on DTT) there may have been more competition between the different platforms - On Digital and ITV Digital had more subscription channels like Sky Movies, Sky Sports, etc - compared to the current lineup of Top Up TV Anytime

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

I don't think the Sky Pay TV proposal will deliver any benefits for the majority of us - other than clogging up the already limited bandwidth space on DTT. At the moment we have Sky Three, Sky News and Sky Sports News - if the Pay TV situation gets agreed for DTT then we will likely end up with Sky One, Sky News (subscription - not free - making us worse off than before) and probably a Sky Movies or Sky Sports channel. This is not good news for the consumer. Sky are a complete monopoly over the Pay TV market in the UK - don't let them monopolise DTT as well. Take their saga with Virgin Media for example - petty and overpowering. Sure, there may be some scope for pay TV on DTT - but I believe only on a very small scale. For example, On Demand events (such as those shown on Setanta Sports) are a nice bonus to have for an additional fee. But the bandwidth is already getting used up fast - Free channels would be much more welcome than pay TV (the Top Up TV channels at the moment take up quite a lot of bandwidth). Surely in this time of Digital Switchover we should be embracing free channels funded by advertising - not Sky Pay TV on DTT with the possibility of needing to buy a special Sky DTT set top box if you want to sign up for the service. Ludicrous.

**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?:**

Yes, there is some competition - Virgin Media any Sky for example. I don't think Freeview is a threat - if people want subscriptions, go to cable or satellite. If they want a free option, go to Freeview/DTT - simple.

**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 seems to have the monopoly on sport on other platforms at the moment. Setanta offers some on DTT. Would be nice if they levelled the playing field a bit more.

**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 it would - for one it may confuse people in the run up to Digital Switchover.

**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?:**

Sky Pay TV on DTT would lead to confusion.

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

Very likely to lead to confusion if Sky were to launch Pay TV services on DTT.

**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 the Sky Pay TV on DTT service is to go ahead then I definitely think they should use existing boxes and not make people pay for new "special" Sky DTT boxes for the service.

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

Confusion, monopolising on the Pay TV market in the UK, etc

**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?:**

I guess it could be - perhaps limit them to a certain number of hours on DTT as pay services to stop it getting out of control. Ideally it wouldn't launch at all.

**Additional comments:**

Sky are monopolising on pay TV in the UK - don't let them launch on DTT. Space is limited and like gold dust - don't give away a tonne of space to Sky - especially when Digital Switchover is just around the corner - the more channels on Freeview, the better.