

**Title:**

Mr

**Forename:**

Lee

**Surname:**

Higgins

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

Mr Higgins

**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?:**

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

I think the proposal would offer more top tier programming to dtt and therefore creating more variety as the dtt network increases, because as digital switchover is in place it will create more space on the platform for other tv companies to get on board

**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?:**

**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?:**

**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?:**

I would think it would have a more positive effect because as digital switchover is happening this is going to create more signal space on the platform for other media organizations to compete anyway..

we have to bear in mind that when the analogue is eventually switched off, more space is going to be available for more digital channels on the dtt platform

**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

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

I think the public would have concern over having to buy another box to be able to view the channels, I think if the proposal succeeds it should do on conditions that customers could view on existing boxes especially when customers have gone as far as buying digital pvr's to be equipped for the future...

**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 don't feel that it is right that sky should be allowed to force the customer to do away with their already fairly new hardware to be able to view Sky's channels... I think customers should be able to just subscribe and view, for example on top up tv+ boxes you could just take out the top up tv card and put in a sky card instead

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

**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 think the idea of Sky on DTT is a good one, but Sky should be made to think about making it a bit easier for the customer, i.e people who have already got boxes with card slots already in them should be able to recieve the service on that box with a "Sky picnic" card.

I don't think MPEG4 is a good idea right now, at least until digital switchover has finished and the structure of the dtt platform can be assesed after the switchover process in the U.K is complete when there will be more room on the platform for more channels.

I think it is also fair trade in that people could use their existing boxes with card slots in them a lot while longer without making them obsolete!!!

**Additional comments:**