

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

Edward H

**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?:**

DSat, cable IPTV, Top Up TV

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

It is not going to give benefits to the consumer, Freeview is going to give benefits not by starting turning into Payview again.

**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?:**

They won't be competition, they just be Sky and Virgin around battling each other.

**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?:**

The role for has already been taken for premium sports and it is to give premium sports to people who cannot get cable or Sky.

**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?:**

It will kill Virgin even more than before and get rid of Top Up Tv which wouldn't be good. It would also mean that everyone who currently has a Freeview or Top Up Tv would have to buy a new box to get the MPEG4 stuff from Sky.

**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?:**

They would very confused that there Freeview box or Top Up Tv that has a slot won't work with this new idea. Also they will be annoyed people who believed the purple ticks.

**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 they went on with this idea (which I hope they don't), it must work with current Top Up TV boxes and old ITV Digital boxes.

**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?:**

limiting how many channels they can run and limit how many muxes they can be on.

**Additional comments:**

If Sky did this pay tv idea on DTT, they won't be competition on DTT for pay tv.  
Also it kill Freeview and the spirit of having free channels. I also think that it is bad that they was part of FREEview group so they could have space to have PAY TV!