

Title:

Mr

Forename:

Matthew

Surname:

Holbrook

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

Mr Matthew Holbrook

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?:

If people want pay TV then they have cable, satellite and broadband. Freeview should be kept for what its name implies - the majority who want to expand their TV choice without committing to a monthly fee. This idea has already been eroded with Topup TV and further removal of free channels must be resisted.

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

There will be few benefits. Consumers will have to acquire another digital box to cope with Sky's encryption. And all they will get in return is a tiny subset of Sky's channels for a monthly fee of presumably 5 or more.

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?:

The other three should be left to complete. Freeview should be an alternative for free services that can be run on advertising. Witness Channel 4's success with E4 and Film 4. No longer any need to collect monthly review. Just insert some advertisements and viewing figures shoot up because of the FTA nature of the content.

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?:

If people want this content they have three places they can go for. This type of material is not appropriate for Freeview.

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?:

Sky's power will grow ever larger and it will remove content that everyone is currently enjoying such as Sky News and Sky Three.

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 term Freeview will be undermined because a growing proportion of the content won't be free at all. Such channels still appear in the EPG and produce error messages because of their encryption.

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 people want premium content then a single Sky or Cable box will provide a wealth of material.

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

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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

Additional comments:

As a stakeholder in Freeview, Sky should be forced to stay committed to its founding principles. If it is allowed to introduce 3-4 pay channels then what will stop other organisations doing the same? We could be left with a Freeview product where only the public service channels are free.