

**Title:**

Mr

**Forename:**

Peter

**Surname:**

Jacobs

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

Mr P Jacobs

**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?:**

I consider Cable, IPTV and Satellite in compition. Due to lack of Bandwidth I feel it is unrealistic for DTT to be in compition.

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

I feel the benefit would be limited as the channels would have to be time-shared and many existing DTT users would need to change their equipment if the proposal goes ahead.

**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?:**

Due to Bandwidth there is no basis for competition on DTT, even after switch over the additional Bandwidth is currently not proposed for DTT.

There is competition between Satellite, IPTV and Cable.

**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?:**

There is no need for additional pay services on DTT. If pay TV is allowed to grow on DTT it would result in the reduction of free to view channels in the long term as the companies try to increase their share of programming. Eventually this could push free to view off DTT due to bandwidth restrictions.

**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?:**

Unless serious amounts of Bandwidth become available to allow DTT to compete with Cable and Satellite I feel it would be a disaster for Freeview and 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?:**

The public were initially sold Freeview (DTT) as free to air and eventually replacing their existing analog signal, most people expect it to be free to view the channels.

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

Most people expect DTT and Freeview to be Free to air and with the digital campaign integrated TV's and recorders have been purchased.

For these people to now be told that they are digital switch over ready but you need to purchase more equipment to receive Pay DTT I think would add confusion and become detrimental to the whole switchover campaign.

**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 sky could provide the same on both platforms I think it is important for users to have the option.

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

As so many intergrated TV's and DTT boxes are already in homes users will properly expect to recieve Sky services on their existing equipment like they can now, the need for upgrade and additional expence would add confusion.

**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 don't believe any conditions will fix this, the only way forward is not to allow Sky to go ahead with this.

**Additional comments:**

I feel if this proposal goes ahead it will be detrimental for DTT, Freeview and the current Digital Switchover campaign.

The current Sky channels on Freeview enhance the service and advertise Sky to those consumers that may like to subscribe to the FULL service.

Please do not approve this proposal.