

**Title:**

Mr

**Forename:**

Andrew

**Surname:**

Manuel-Warner

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

Andrew Manuel-Warner

**Representing:**

Self

**What do you want Ofcom to keep confidential?:**

Keep part of the response confidential

**If you want part of your response kept confidential, which parts?:**

Email address

**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?:**

Quite Heavily.

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

I believe it will not benefit the consumers, due to the fact that existing boxes and Digital TV's will be incompatible with the proposed service from Sky.

**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?:**

There is scope for Pay TV across the DTT platform - but what Sky are suggesting will not benefit the consumer if they already have another Pay service (ie. Top Up TV or Setanta).

**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?:**

Premium Sports and Movies are good - but only if they are available to everyone with existing technology.

**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?:**

If Sky were to become the only provider of Pay TV on DTT - the competition would be flattened, and the consumers would have no choice other than 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?:**

Freeview is advertised as Freeview on DTT, if you start having Top Up TV, Sky, Setanta and other pay services on top - not only would the technology be outdated, the channels available would be a mess on the EPG confusing people everywhere.

**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?:**

It is highly beneficial that all DTT equipment is compatible with all services. No one wants to have a pile of Set Top Boxes on their TV

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

Definately Yes.

**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?:**

Unsure - it would already be confusing enough for some people. The elderly would suffer the most and Sky should not interfere making them the only service available (in the long run).

**Additional comments:**

Dont let Sky go through with the deal!