

**Title:**

Mr

**Forename:**

Robert

**Surname:**

Payne

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

Rob

**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?:**

N/A

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

By allowing Sky to remove its free channels of freeview and replace them with pay channels is the start of the end of freeview, you might as well call it FREEVIEW, there will be no benefit to the poor, people who can not afford satellite or cable, that's why they bought their freeview boxes

**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 no reason for pay tv to be on freeview

**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?:**

if SKY want their pay channels then they should stick to their satellites, and stop trying to monopolise the market, by removing their channels of cable, and by trying to enforce their channels on to 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?:**

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

people are already getting confused, if it's called freeview why are there pay channels on it

**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?:**

there is no benefit at all, if I want pay channels I'll contact Virgin Media

**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?:**

sky want to monopolise digital television, this needs to e stopped

**Additional comments:**

if sky are allowed to replace their services with pay channels, then this will be the death of freeview, this will be only the beginning , it will end up with just a habd full of free television, the majority will end up being pay services, when i bought my DTT box it was because it was free television and not pay television, i left pay television for freeview as it was what it said on the box, this is no longer the case.