

**Title:**

Mr

**Forename:**

John

**Surname:**

Porcella

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

John Porcella

**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?:**

My e-mail 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?:**

The competition is fierce across platforms.

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

I used to get Sky Sports and Sky Movie channels in the days of OnDigital/ITV Digital and I miss these pay channels and would like them back on DTT.

**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?:**

Once analogue TV is closed down and spectrum is freed up, then the competition should be fiercer in theory if spectrum is allocated to DTT.

**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?:**

A platform can only be enhanced by provision of premium sports and films.

**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 it were the only provider, then yes, it would be detrimental. But why should they be the only provider? Setanta and TUTV have pay TV stakes in DTT and with more spectrum available I can see the potential for others to join, e.g. BT.

**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?:**

It will definitely lead to some confusion for the more technologically ignorant, but that is no excuse for not having competition and more choice for the majority.

**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?:**

Very useful not to have to keep getting more or different DTT boxes, but not crucial.

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

No.

**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?:**

Not sure why Sky would be or become the only player in the DTT market, however if it did then perhaps its prices should be regulated by an ombudsman, or Sky should have some decent free to view channels too on the platform.

**Additional comments:**

Surely by switching back to the previous QAM broadcasting standard, more space would be available in the existing spectrum without needing to sacrifice Sky News, Sky Sports News etc to make way for Sky Sports 1, Sky Movies etc.