

**Title:**

Mr

**Forename:**

Ian

**Surname:**

Reed

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

Mr I Reed

**Representing:**

Self

**Organisation (if applicable):**

BSS aerial installer

**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:**

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?:**

They are in competition with each other as Sky it self admits.  
Now & in the future.

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

I & many others of the general public don't see any real benefits for the consumer apart from MPEG4.

The vast majority of those with DDT would not be interested. Those that I have asked see it as a way of reducing the free channel choice on Freeview with not great benefit for the viewer who has no interest in pay TV.

Freeview was set up to be FREE.

**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?:**

Cable & satellite lend itself to pay TV.

On DTT we already have Topup.

If Sky really want pay channels why not put them on Topup?

To allow more than those already on Topup would clearly weaken Freeview. the the vast majority of viewers.

**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?:**

With the stength of Sky in a pay TV situation on DTT, it could easily be that Topup would fold. leaving Sky in the position to take over the then vacant slots.

Where then is the competition?

Sentanta would I feel still survive.

**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?:**

Clearly yes.

Whenever Sky has entered a market they are very aggressive.

I don't see though it having a great affect on other platforms. It would though weaken the breadth of free choice available to the general public on Freeview.

**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?:**

Where is section 4?

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

Yet another box.

We already have Freeview & Topup, PVRs with slots, TVs with slots but none of them to be able to receive the proposed Sky pay channels.

Who is to supply the boxes in the retail sector? are the boxes subsidised or as with satellite given away free?

What impact with this if it happens have on other manufacturers?

**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 would make far more sense to have just the one box i.e. the Topup box that can at some time in the future come out with MPEG4 channels for HD channels.

Why is it the Sky has now gone down this route?

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

Yes.

More confusion with yet another box.

The loss of free channels that many now rely on for channels a great deal of people who have freeview don't want.

Freeview remember was set up for those who wanted a wider selection of channels without having to pay Sky or Cable for them.

Sky was part of this setup. They knew that the channels they would supply where to be free to view. If they want to change to a pay situation, as the BBC has said then they should give up their free channel locations.

**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?:**

If Sky want pay channels on DTT then they should be as part of Topup.

Leaving the free to air channels they already provide & perhaps in a joint tie up with Topup introduce MPEG4 viewing over a period of time.

This has several advantages.

It keeps the choice of boxes down i.e. Free view or Topup.

It would with agreement allow fair competition on various platforms. Sky on satellite, Virgin on Cable & Topup with some Sky channels on DTT.

It limits Sky from becoming the dominant pay channel provider on two of the platforms that are the most popular at the moment.

Also there should be NO free or subsidised pay TV DTT boxes. Allowing a level playingfield for all manufacturers.

**Additional comments:**

To me & many others Sky's move to pay channels on the DTT platform is to strengthen their position as the dominant pay TV provider in the UK.

It would clearly weaken the Freeview channels, something Sky entered into when Freeview started, & to now use the very channels given to Sky to broadcast in the clear & make them pay is a smack in the face for all that Freeview has come to represent i.e. FREE TO VIEW CHANNELS.

Again if Sky want to broadcast pay channels of DTT.

1, They should hand those channels they currently have over to other broadcasts who will broadcast in the clear.

2, Broadcast their pay channels via Topup & later with Topup bring out a box with MPEG4.