

Title:

Mr

Forename:

Stuart

Surname:

Shearman

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

gomez

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?:

There is limited capacity on DTT and what capacity there is should be used for FTA services as far as is practicable. Pay TV does better to use the cable and satellite platforms where there is sufficient capacity to truly allow for competition.

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

Absolutely none at all. It is depriving the consumer of access to services.

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?:

Very little. As said above, the capacity is simply not there to provide a viable pay TV service.

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?:

Not applicable. There should be limited, preferably no pay TV on DTT.

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?:

Absolutely yes.

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?:

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?:

This is not an issue. If Sky or others want to provide a closed service then they can use similar existing marketing schemes to supply separate STBs to the consumer.

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?:

Additional comments:

Sky should not be allowed to use DTT capacity gifted to them to provide FTA services and convert it for Pay TV services. If they want DTT capacity to provide Pay TV services then they should buy it on the open market.