

**Title:**

Mr

**Forename:**

Russ

**Surname:**

Sowden

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

Mr Russ Sowden

**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?:**

i think this is a total shambles the hole point of freeview is freeview its self and for sky to try some thing like this is wrong . I once did have sky and paid the top price for there channels , to save money i went on to free view . only for sky to try to make freeview another money spinner for them . Dont sky make enought money with out having to rob the poor too ....

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

I don't think there are any benefits for the consumer, all this will benefit Sky in the long run .... letting them run rule on all tv

**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?:**

I don't think it would be a right on the other competition. All this will do is boost the prices and line Sky's pockets again

**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?:**

This is just simple a price hike, at the moment you have Setanta Sport on free view, why push more scrambled channels on people.

**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?:**

Yes it would kill a lot of competition off as Sky will have even more power to push a price war battle and the bigger company always wins.

**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?:**

Why can't we see England games on the BBC all the time because Sky have it, why can't we see rugby league on the TV live because Sky have it. Why can we not see the latest films on TV ... the answer is the same all the time, that will be the outcome if they are able to continue with their plans.

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

Sky Digital or free view, simple Sky can market them both ... that's 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?:**

some people may like to enjoy a movie or a football match but through their free view box/tv , but most people might think the same as i am simple (freeview).

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

i think the public are becoming sick of sky and their brain washing tactics , and don't want to have to pay for things that you should see for free .

**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?:**

i think sky should not be able to continue with this venture as it will corner the market and not allow other companies to challenge them , but if sky did win their battle for dtt they should be limited to the amount of pay channels and to keep prices low and affordable for the normal working class public.

**Additional comments:**

i can't understand how this can be passed for sky to put their thumb in another pie and control and then out price the competition.