

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

WillPS

**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 consider DTT a completely separate entity to DSat/Cable TV just as Analogue Terrestrial and Sat/Cable were separate before then. Cable, DSat and IPTV are all in competition with one another with DTT providing a free service.

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

Minimal. The cost of the box required and subscription will likely be of little benefit to the customer over a DSat or Cable subscription.

**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 consider the only place for pay TV on DTT to be in overnight on-demand services such as Top-Up TV Anytime which do not detract from the general public's choice in free-to-air services.

**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?:**

The service cannot support a full enough sport content to provide competition with DSat and Cable. The typical sports output on DSat alone would use up nearly all of DTT's available spectrum and that simply isn't viable. Customers will demand better choice than DTT can offer.

**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?:**

**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?:**

With Digital Switch Over approaching customers will be confused as to what DTT will offer them. Sky News and Sky Sports News have been staple of the DTT offering since Freeview's introduction in 2002, to remove them and replace them with services only viewable with a new STB will likely confuse consumers at a time they need to be certain of what DTT offers, in terms of at least the minimum number of free-to-view channels.

**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?:**

Many customers already own STBs purchased for use with previous attempts at Pay TV on DTT, and for these customers that would make a lot more sense.

Customers will feel confused if they own an STB designed to decrypt Pay TV over DTT only to find it's incapable of carrying Sky's service.

**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 should provide services on the same basis it does on any other platform, i.e. if Sky News is available without subscription on DSat it should be available without subscription on DTT.

**Additional comments:**

Overall I feel it is against the public's interest to replace a free-to-air offering with a pay-TV service that is entirely incompatible with existing STBs.