

**Title:**

Mr

**Forename:**

James

**Surname:**

Sugden

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

Mr James Sugden

**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?:**

They are not. The average person tends to go to what platform is there if he wants pay TV - usually Sky in the absence of cable

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

It isn't. The consumer's best interests would be served by a completely free 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?:**

There isn't. There just isn't the bandwidth on 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?:**

If it must be then sport is the motivator.

**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?:**

Very detrimental. The public already believe that DSAT = Sky which is absolutely not the case.

**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 might end up with the public thinking not only DSAT = Sky but that TV = Sky!

**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?:**

If this means should Sky be allowed to use a different encryption from Satanta and TUTV then no, they should not.

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

Murdoch/Sky already have too much. DTT should be 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?:**

No, I don't think you could. That's why it is better to keep Sky off in the first place.

**Additional comments:**

Sky's monopoly should not have been allowed to happen, but it did. Don't make the situation worse!