

Title:

Mr

Forename:

Freddie

Surname:

Tandy

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

Freddie Tandy

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?:

In the future at the climax of the digital switchover, the free Digital television providers will increasingly compete for the custom of the people who do not want digital satellite or cable.

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

The proposals will not bring benefit to the consumer, mainly because one of the major selling points of freeview is the fact that it is free, and allowing BSkyB to place pay TV channels on the spectrum would remove this.

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 is no scope for the competition on DTT because there is limited space, and if companies are allowed to force people to pay for the best service, the custom of freeview will reduce dramatically.

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 role of premium services are to provide ADDITIONAL services to fairly niche audiences, whereas products such as Sky News are probably watched by a larger audience, simply because of the programming it carries.

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?:

If Sky are allowed to begin their 'picnic' service, then the likelihood is that other companies will be allowed to do the same, having a severe detrimental effect on the freeview service, because it is ultimately no longer free.

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?:

Should the proposals be approved, then the concerns outlined in section four would be relevant.

1. The perception WOULD be the freeview is NOT free
2. Freeview could no longer be marketed as free, because it is not.
3. People would be unhappy about having to purchase new set-top box equipment.
4. Many people may be put off joining freeview, because if sky can charge, why can't others.

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

The proposals would lead to lots of 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?:

It would be extremely beneficial if there was no need to change set top boxes, mainly because it would reduce costs.

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

Yes

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, if Sky are able to do it, it would be argued that others can do it, having a detrimental effect of the DTT platform as a whole.

Additional comments:

Freeview MUST BE FREE - if people want Sky channels, they will probably subscribe to SKY!