

Title:

Mr

Forename:

Matthew

Surname:

Taylor

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

Matt Taylor

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 believe that users who require free services should be catered for with a separate service (DTT). Competition is acceptably high on pay tv platforms.

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

I can't see any possible benefits for consumers.

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 feel pay tv operators should operate on the DTT platform. The DTT platform should be about consumer choice within the concept of 'free tv.' Consumers can 'choose' to purchase additional sky channels by subscribing to sky satellite.

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?:

I can't see any benefit to competition on the dtt platform. It would reduce consumer choice by limiting the selection of free services. Consumers can already choose to subscribe to such services on other platforms.

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?:

I think it would seriously affect the competition within the sector. Alternative pay tv operators would find it difficult to compete with sky's offering.

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?:

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

The concept would confuse consumers as to why a public service named 'freeview' has reduced its free tv offering and replaced it with a pay service which can be offered on alternative platforms.

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?:

STB's are available free from pay tv operators. There are no restrictions to obtaining pay tv services.

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

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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?:

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Additional comments: