

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

a wallace

**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?:**

there is good competition between all services.  
and this will be expanded upon with the upcoming freesat platform.

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

the proposal will reduce the amount of free channels available to people who do not wish to pay for premium content. only a small minority of the population where they are unable to receive pay tv service by other means will benefit as the service that could be offered on dtt is limited

**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?:**

the capacity on the dtt platform is too limited to provide competition between pay tv services without severely damaging freeview as a platform.

the level of competition on satellite is being restricted by the level of control SKY has on the hardware. hopefully the upcoming freesat platform will go some way to remedy this assuming it can be upgraded with a CAM card to receive premium channels.

**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?:**

premium services will only benefit the small minority incapable of receiving these via satellite or cable which offer a more comprehensive service.

**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 is the only choice you have no competition

**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?:**

i consider all the issue to be important

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

considering most people consider DTT to be freeview and satellite to be sky confusion is to be expected. these problems can be overcome but it would be at the expense of the licence payer who are paying the cost of switch-over and not sky who the changes would benefit.

**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?:**

the use of a single box should be mandatory if competition is to be preserved.any technology changes should be decided between all those involved in DTT and not just one provider.

the idea of sky choosing to use different encryption makes no sense when you consider many people will already have compatible boxes and would provide a instant market. there motive need to be looked at as they can only reduce competition

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

sky has a monopoly on pay tv in the places where cable is not available .we need competition where other providers have the opportunity to offer a competing services without having to compete against SKY's financial resources and monopoly position which can be used to undermine the competition . It is in my opinion that the real motive of SKY's proposition is undermine competition like sentana sports and the freeview platform competing with its satellite platform rather than its stated desires

**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 be prevented from expanding its service from the current capacity they have

**Additional comments:**

by permitting sky to change its free channels you will be setting a precedent where you would be powerless to prevent all but the current BBC channels, ITV1, CH4 and FIVE from going the pay tv route