

**Title:**

Mr

**Forename:**

Stephen

**Surname:**

Wickens

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

Steve

**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?:**

To the extent that the competing companies are ultimately going to restrict channel space for possible channels. The purpose of Freeview is to allow viewers the opportunity to view free channels, and as the tv market becomes increasingly competitive, then surely there may be more tv companies who wish to broadcast channels free. Having pay tv (with the exception of TopUpTV as this organisation

does not restrict viewing space and does not offer anything other than than downloaded tv content at an affordable price) will undermine the beauty of freeview.

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

There are no benefits to the consumer if the Sky proposal goes ahead. If people want sky then they have the choice of paying for it via satellite and therefore, sky seeking broadcast permission on dtt only enhances their own financial status rather than viewer choice.

**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?:**

If there is chance for pay tv on DTT, why did ITV digital fail and why was a free to view replacement chosen instead of a pay tv supplier. There is no scope. pay tv will severely undermine the quality of freeview and restrict freeview from engaging new 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?:**

Perhaps a movie channel should be encouraged by the likes of ITV or the BBC rather than pay tv operators. The role of premium sports is already served by Setanta and if movies is your answer then the role is filled by Picture box. there is also film4 and for more movies people would always choose sky or virgin for the quantity rather than a hand selected few on dtt.

**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?:**

Yes. Sky are already multi-millionaires over and over again. There should be severe restrictions if the proposal goes ahead. Also, TopUpTv offers a fair extra package of programmes to compliment Freeview, but overall, Freeview should be allowed to control the available spaces and try and obtain further channels from broadcasters. Removing the 3 Sky channels from Freeview is a bad decision. This limits choice and loses main channels from the free to air channel list. Also, why should the development of other platforms for delivery of pay tv be undermined by this fat cat who's only interest is total control of the tv airwaves and prevent other companies from operating? Please, refuse this proposal.

**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?:**

There would be more confusion as people prepared for analogue switch off as most people just want a simplistic method of receiving tv.

**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?:**

Again, general restriction of potential free-to-air tv channels.

**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?:**

**Additional comments:**