

**Title:**

Mr

**Forename:**

Stewart

**Surname:**

Williams

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

Mr Williams

**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?:**

Think they complement each other - horses for courses.

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

There will be little increased benefit to the consumer.

**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?:**

Plenty of scope on DTT; less so on other platforms.

**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?:**

DTT badly needs premium content if it is to grow its audience and be a real alternative to cable and Sky.

**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 allowed to muscle in on this occasion, I think it would be seriously off-putting to potential PTV providers on DTT and other platforms.

**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?:**

No opinion.

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

Not so much confusion; more like anger and resentment towards the authorities who allowed it.

**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?:**

Essential. Up to now this has been a personal choice, freely made. Come switchover, a huge number of people are going to have to make a financial decision to go for one system only.

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

No comment

**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. Sky must not be allowed to nibble away at DTT. Give them an inch, etc..

**Additional comments:**

I am not anti-Sky. I think Sky is an excellent and economical source of home entertainment, but DTT needs its own space in which to develop and grow.