

Title:

Mr

Forename:

Geoff

Surname:

Wolfson

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

Mr Geoff Wolfson

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 already. I already resent some Freeview channels being only available on payment.

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

I don't. My choice would be restricted by any removal of the three free to air (FTA) channels that Sky currently provides on the digital terrestrial television (DTT) platform.

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 already sufficient competition. Sky, Virgin & Tiscali already compete. Picnic can only be introduced by sacrificing current Freeview choice.

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 don't think pay TV should feature on Freeview. If someone really wants pay TV, let them pay for it on another platform.

Premium sports/movies should not be shown on Freeview. There are sufficient alternative 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?:

Yes. There's enough rubbish on Freeview already. We need more quality free channels.

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'm uncertain about what you mean here.

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

Only that the public will distrust "Freeview" as a brand. Perhaps Sky wishes this.

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?:

Not at all. This is only a flavour of Sky. If someone wants Sky, let them pay for the full Sky services.

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

Yes. It greatly increases Sky's influence if allowed to proceed.

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. Once allowed, Sky would come back with fresh proposals to dominate Freeview even more.

Additional comments: