

Title:

Mr

Forename:

Mike

Surname:

Sainsbury

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

Mike Sainsbury

Representing:

Self

Organisation (if applicable):

Email:

N/A

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: This executive summary sets out Ofcom's proposals for the release of the digital dividend. Do you agree with these proposals?..:

No.

Question 2:Do you have any comments on our analysis of the essential constraints that will apply to the available UHF spectrum?..:

See comments below.

Question 3:Do you agree with the more detailed analysis and proposals regarding these technical constraints as set out in Annex 10?..:

Question 4:Do you have any comments on Ofcom?s assessment of the potential uses of this spectrum? Are there any potential uses which should be considered that are not mentioned in this document?..:

Question 5:Do you have any comments on our analysis of the choice between a market-led and an interventionist approach to the release of this spectrum? Do you agree with the analysis of different mechanisms for intervening to remedy potential market failures?..:

Question 6:Do you agree with our proposals to continue making available channel 69 for use by low power PMSE devices? Do you agree with our proposal to make some or all of the spectrum available for use on a licence-exempt basis?..:

Question 7:Do you agree that there should be transitional protection for professional PMSE users to ensure that they can continue to access interleaved capacity until at least the end of 2012? Do you have any views on the mechanism for providing future access to this spectrum?..:

Question 8:Do you consider that additional spectrum from the digital dividend should be reserved for low power applications? If so, please provide as much evidence as possible about the nature of the application and its potential value to society.:

Question 9:Do you consider that it would be desirable to hold back some spectrum from award with a view to its potential use for future innovation? If so, please provide comments on how much spectrum should be held back, and for how long.:

Question 10:Do you agree with our proposal that we should package the interleaved spectrum in a way that would be suitable for use by local television services, but not reserve spectrum solely for this use?..:

Question 11:Do you agree with our proposal to package the spectrum in a way which does not preclude mobile broadband use, but to take no further action in relation to this use?..:

Question 12: Do you agree with our proposal that we should not intervene in the award of this spectrum to reserve spectrum for DTT? Do you agree that we should package the spectrum in a way which is suitable for DTT use?..:

Question 13: Do you consider that we have included in our analysis the most material risks in relation to market failure?..:

Question 14: Do you agree with our proposal to auction licences for the use of the available UHF spectrum?..:

Question 15: Do you agree with Ofcom's proposals as to the timing of any auction? If not, what alternative proposal would you make and why, and what evidence and analysis can you provide in support of your alternative proposal?..:

Question 16: Do you have any views on which of the packaging options identified for the cleared spectrum would be most suitable?..:

Question 17: Do you have any views on which of the packaging options identified for the interleaved spectrum would be most suitable?..:

Question 18: Do you have any views on which of the auction design options would be most suitable?..:

Question 19: Do you agree with Ofcom's proposals for the non-technical terms of the licences to be awarded for use of the UHF spectrum?..:

Question 20: Do you agree with the analysis of the options as set out in this Impact Assessment?..:

Additional comments:

Adequate spectrum must be made available to the BBC and other public service broadcasters, to operate 'free to air' high definition television channels. Failure to ensure this happens would be a grave error of judgement and a dereliction of duty. There is no level playing field in which public service broadcasters can compete and, if they are not afforded any protection, the whole nation will lose out.

In the Ofcom analysis, there were two paragraphs I found particularly interesting.

'1.39 High definition television, by contrast, was not identified in our research as a major source of broader value to society. A bigger choice of channels was rated more highly, for both citizen and consumer interests, and HD was seen mainly as a premium consumer product, similar to mobile television.'

Was this research conducted before consumers started buying HDTV sets in large

numbers? More recent research indicates that the vast majority of these buyers expect to be able to receive HD transmissions through Freeview at no extra charge.

?1.40 It is possible, of course, that attitudes to an innovation like HD may change. In time, consumers and citizens may come to expect some HD content to be available to everyone free of charge, just as colour is now. But the evidence that this will happen is not strong right now.?

I believe it is not only possible but highly likely this is the case. Indeed, amongst those who have sought out information about HDTV, the large majority of these consumers and citizens already expect transmissions to be available free-to-air and available for broadcast by public service broadcast. In contrast, most research suggests that the demand for mobile TV services is practically non-existent.