

I have recently purchased new audio – visual equipment with the intention of getting HD picture quality. I have not been a subscriber to sky as there range of programmes has been limited often to be repeated month after month.although there subscriptions seem to increase year on year. the whole idea of television is to provide quality entertainment for everyone with up to date programmes of course any business must be profitable but sky's attitude seems to be all about the profit's and not about the quality of there programmes. The BBC have been providing quality programmes for decades and have a reputation for quality programming admired and received throughout the world. if the digital dividend was to be simply auctioned off too the highest bidders than I am quite sure that it will simply be bought by the like's of sky,3G and other subscription television ie,sport and pornography channels which I feel already has far too much airtime.

I and many of my friends which spend a great deal of time watching television are all agreed that it would be a massive blow. To give this very precious dividend were to go the above mentioned it would be a massive blow to us the majority of people I have spoke with are not aware of what is happening when the digital switchover happens .yes the quality of picture with freeview but why spend millions developing HD equipment by manufactures and advertising enticing customers to buy HD Equipment in the thought that HD will be available to all when the truth is that at the end of day it will be simply given to the highest bidder.

I am not an elderly person who spends all my time watching TV but a married man of 34 and have many friends who are similarly are married and some with young children and are all of the same opinion. I am quite sure that if what is intended to happen with the dividend was known to all consumers than the majority of people would be outraged like myself and friends.

Christopher Wiseman

Aberdeenshire