

**Question 1: This executive summary sets out Ofcom's proposals for the release of the digital dividend. Do you agree with these proposals?::**

Broadly however I do not want it possible for one company to dominate the media or HD services. This will lead to more expense for everyone and less choice. The public already owns this spectrum through the Government and it should be able to benefit in the broadest possible sense.

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

No

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

Yes

**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?::**

No, no

**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?::**

There is a balance to be achieved.

**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?::**

Some of it - yes.

**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?::**

Yes

**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.:**

Possibly but not sure what. Perhaps put a time limit on it to say by end of 2012.

**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.:**

In an ideal world I think that some should be held back for future innovative uses but I am not sure that this can be done without politics getting in the way. Therefore if this is done i believe that the control over the future award of spectrum should be at arms length of any Government.

**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?..:**

I believe that local television will offer little interest to the community although it sounds great.

In the same way I believe local papers are less read than they were. Younger people are not as interested as much in this.

Quality in local productions tends to be poorer and therefore gain less attention.

**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?..:**

No. I think that there should be an allocation for mobile broadband as this can offer communities great benefit and reduce the digital divide for a large number of people.

**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?..:**

I think some of it should go to DTT use. However I believe that we have enough channels now with Freeview. I believe that some of the main Freeview channels should be HD e.g. atleast one BBC and one ITV then these broadcasters would chose the best, most suitable programmes to screen on their HD channel. I think that some HD content should be freely available as the spectrum is currently public property so why should I have to pay for something I already own. Yes some of the content it would be right to pay for but not everything.

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

Dont know

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

Broadly but I think licences for specific uses need to be attached to certain channels.

**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?::**

Yes

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

I think the channels should be sold individually. Specific uses should be attached to a significant number of the channels (a core). The law should also be changed to prevent media companies owning more than a certain number of the channels (say two or three) and that the media companies should not be allowed stakes in one another. This will reduce competition, quality and create biased or subjective channels when used in the media.

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

No

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

All seperate channels with rules around how many a single company or organisation can own.

**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?::**

Not entirely.

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

Dont know.

### **Additional comments:**

With regards to DTT:

- 1) Prevent Sky having a holding in ITV. This will lead to more competition and less corruption in the bidding process.
- 2) Ensure the BBC gains some of the benefits.
- 3) On the whole we have enough TV channels but the quality of those channels has deteriorated. This should be used to create higher quality channels that still compete with each other.