

## **ISSUES ARISING FROM OFCOM'S TERMS OF REFERENCE**

Astrium Ltd. is a major supplier of in orbit satellite communications equipment used to broadcast, for example, Sky in the UK.

Astrium Ltd. welcomes the opportunity to comment on the Terms of Reference for OFCOM's Second Review of Public Service Television Broadcasting.

Astrium will be pleased contribute to the OFCOM process and to respond to the consultation. This will have a strong impact on our business of manufacturing broadcast satellites.

A loosening of the link between the production of public service content and any imposed method of delivery (e.g. Digital Terrestrial Television) would be most welcome in the satellite business. Satellite provides the cheapest means of delivery of any broadcast content to any new user antenna or aerial and the growth of our industry would be accelerated by such a move to allow the free market to choose the technology.

Astrium Ltd. believes that it is now time to recognise the existing and future role of satellite platforms (Freesat from Sky and soon Freesat from the BBC) in delivering Public Service content, both nationally and in some cases at regional level.

Astrium Ltd. believes that data is missing on the extent to which Sky subscribers and non subscribers use this mechanism as their preferred means to receive their PSB content. The debate would be enhanced and informed if OFCOM were to make such data available in the Consultation document.

Astrium Ltd. also recognises its own responsibility as the leading UK satellite manufacturer to further inform the debate by providing a White Paper on the potential capability of new satellite technology to deliver public service content of even greater quantity and diversity tailored to local and regional as well as to national needs.

A white paper is currently in preparation and will be provided to OFCOM in December, hopefully before release of the Consultation document.