

**Title:**

Mr

**Forename:**

Barry

**Surname:**

Lewis

**Representing:**

Organisation

**Organisation (if applicable):**

Samsung Electronics UK

**Additional comments:****Question 1: Do you have any comments on our modelling approach and assessment of numbers of households affected?:**

Samsung believes that the minimum level of uncertainty about the impact of possible interference is required ahead of the spectrum award process. Samsung is aware that some industry stakeholders have their own concerns about the estimated number of households potentially affected by interference (concerns expressed by some parties during the Ofcom stakeholder event) and believes that Ofcom should work closely with those stakeholders to minimise these uncertainties.

**Question 2: Do you agree with our high level conclusions on mitigation options?:**

Samsung agrees that the provision of filters on both the mobile network side and the DTT consumer side offers a good solution for dealing with the potential interference issues. Samsung encourages work to develop standardized filter solutions. The design and implementation of these filters is a non trivial challenge given the form factors of modern DTT receivers and installations. Samsung notes that all the mitigations proposed have some side effects and that filters will also introduce extra losses in front of the DTT receiver and could degrade performance.

In order to minimize the impact and forge good alignment between the conclusions of the technical studies and the impact of network implementation, Samsung supports a maximum in-block emission level of 56dBm/5MHz. Samsung would prefer to see this reflected in the mobile operator technical licence conditions.

**Question 3: Do you have any comments, views or evidence that you would wish to be considered in our further work looking at the appropriate level of consumer support?:**

Samsung supports the principle that consumers are well informed about not only the potential for interference but also the new mobile network opportunities. Messaging should be balanced and not alarmist. Therefore Samsung fully supports the suggestion in the consultation document (section 6.14) that "Information and advice should be made available to all DTT households that are likely to be affected in advance of new network roll-out and for a period thereafter. At a minimum, this should include coordinated information campaigns and the availability of a dedicated call centre and website;"

Samsung believes that consumer support needs to continue after the mobile network switch on and account for consumers moving into the area who may be unaware of potential problems.

**Question 4: Do you have any comments or views on how we have assessed the approaches and our preference for the hybrid approach?:**

The introduction of new mobile services in the 800MHz band should not cause any loss of confidence in the consumer about the robust reception of their DTT services. Samsung notes the Ofcom preference for the hybrid approach and understands the attempts to spread the burden between the network operators and Mitco. However Samsung remains concerned that elements of the detail are not fully thought through and might not necessarily deliver the appropriate mitigation to the consumer especially in an environment where multiple network operators will have the freedom to roll out networks according to their own business schedule in any given area. Samsung believes this could lead to conflicting or incomplete guidance for the consumer.

Samsung favors approach 2 whereby a single independent body is squarely at the centre of the process for the delivery of mitigation and the protection of DTT viewers' services. Samsung considers the risks and uncertainties (for bidders) to be no worse than for the hybrid approach 3 where considerable uncertainties surround the detail and potential complexity of the tariff approach.

**Question 5: Do you agree with the options, the assessment approach and our initial conclusions? What are your views on cost risks and how to deal with them?:**

Samsung is of the opinion that whilst the tariff mechanism might seem an interesting proposal to give some mitigation cost control opportunity to the mobile operators it might not necessarily lead to the optimum solution for the DTT consumer.