

Ofcom  
Floor 3 Riverside House  
2A Southwark Bridge Road  
LONDON  
SE1 9HA

In the light of the discussions that have taken place between Digital UK and Ofcom on the issues raised in the above consultation, Digital UK does not intend to submit a formal response. However, there are a number of points that we would like to register in relation to the potential impact on the DSO programme.

- Digital UK welcomes the expansion to the number of services that the proposed re-organisation of the multiplexing structure will enable.
- We continue to believe that HD would be a substantial enhancement to the DTT platform which will be welcomed by viewers. HD is important to the future development of the platform and will help to extend the range of choice to viewers as they re-equip, whether as part of the DSO programme or otherwise.
- However, the proposal put forward by Ofcom would have number of impacts on the DSO programme which must be taken into consideration as plans develop. We are grateful to Ofcom for the work that has already been done in identification of these impacts and support and concur with this work.
- In addition to the communication challenges already identified, we note that the introduction of HD on DTT in the course of the DSO programme would mean that those households in the preceding regions receiving the 3PSB multiplexes only would lose two programme services. Those in 3 mux areas where DSO takes place after the change would receive two fewer channels than anticipated. This will exacerbate the sensitivities around the channel offering to 3 mux areas.

- Homes in the preceding regions would need to buy new equipment in order to receive HD services possibly causing discontent which would need managing after the DSO programme had completed in those regions. In order that people in those regions can make informed purchasing decisions it is important that a timetable is agreed very soon so that Digital UK can include relevant advice in its communications (consumer communications for West Country, Wales and Granada are being finalized now).
- Ofcom's proposals suggest that the new services will be introduced for the Granada area in 04 2009. We note that even if some HD, T2, MPEG-4 product is available, it will probably only be released very close to the switch over dates and in small quantities and so it is highly likely that many Granada homes will need to equip with standard equipment for DSO.
- [paragraph redacted – confidential]

Mike Hughes  
Broadcast Director