

Your response

Question	Your response
<p>Q1. How are audience demands and expectations evolving, and how does that vary for users of different TV platforms and different demographics?</p>	<p>N/A</p>
<p>Q2. What do audience trends mean for the financial prospects and sustainability of TV distribution platforms, and what are the key decision points over the next ten years?</p>	<p>N/A</p>
<p>Q3. How do broadband networks and supporting infrastructure need to evolve to support resilient delivery of TV over the internet in the future?</p>	<p>N/A</p>
<p>Q4. In what ways might different types of 'hybrid' terrestrial and internet services deliver benefits for audiences and what risks may arise?</p>	<p>N/A</p>
<p>Q5. Given the sharing of infrastructure, what would the implications for other sectors be if there was a change to the use of digital terrestrial television (DTT)?</p>	<p>Boom Radio is a commercial radio station run by Baby Boomers for Baby Boomers. The age cohort of our listenership is particularly reliant on broadcast services (DTT and broadcast radio).</p> <p>Social isolation can be common amongst older people and can lead to a poor health. Universal broadcast services provide companionship and social connection for millions of older people every day, at no additional cost.</p> <p>Connecting to the national and local conversation through radio is crucial to stay informed and connected. Older people who rely on the state pension or a fixed income find it harder to afford the additional cost of superfast broadband connections and monthly streaming subscriptions. For them, broadcast services provide quality and choice at no additional cost above the license fee.</p> <p>Research from the over-60s advocacy group Silver Voices revealed that if traditional broadcast services were phased out in the next 15 years, 1 in 5 respondents would not know how they would access radio.</p>

	<p>DAB is a cost-effective and versatile platform. The same infrastructure that delivers DTT also delivers DAB radio. Any changes to the way DTT is provided across the UK beyond 2034 could have unintended consequences for radio. Any decisions about the future of TV platforms must take the dependence of radio on the same technology fully into account.</p> <p>We support greater certainty about the future of DAB and DTT services beyond 2034 – up to and beyond 2040.</p>
<p>Q6. What coordination and planning across the value chain might be necessary to secure good outcomes for audiences and key providers over the long term?</p>	<p>N/A</p>

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