

Hi

I just looked at the ['Call for evidence: Future of TV Distribution'](#) ofcom website page.

In the main text it states the 'We are seeking evidence from stakeholders and consumers'. I am not convinced that consumers are the target audience of this form.

1. As a consumer I decided to complete the form but as I read the questions on the form, I realised that you are certainly not expecting responses from real consumers, in fact I would argue that the form is targeted at stakeholders.

I believe that with my work experience over the years I could complete the form to a degree but in the workplace I would typically have a brain storming meeting to take on ideas from a number of people with differing points of view before completing it.

I certainly know a number of individuals that certainly would struggle to complete the form or would decide that they couldn't be bothered to complete the form.

2. Considering that I came across the information leading me to the website by chance, I am assuming that in the future the response to any individuals claiming they were not consulted will be that the webpage was available for anyone to access.
3. I expect that stakeholders are being asked to give evidence that audiences are making the shift to viewing being delivered over the internet.
  - a. Does this include setting up accounts on the various platforms because I have set up ITVX and BBC IPlayer accounts for example but only because on very rare occasions I have missed a program or an episode and because they are available I am able to catch up and not because I watch anything that is only available on demand.
  - b. I certainly wouldn't pay the monthly premium to access the programs especially on platforms where you have to pay a subscription and also have to watch adverts. I find it absolutely disgusting that platforms such as sky received subscriptions and on top expect you to pay a premium to not have to watch adverts.
  - c. I am a little bit of a hypocrite in that I am happy on occasions to take the free periods or small subscriptions to NowTV. I typically find that I watch certain things for the sake of it and not because I actually want to. Also for the short reduced cost subscription period I am willing to lose the monthly charge if I don't get around to watching anything.

4. We typically record the programs we are interested in so that we can watch them when convenient.

The on demand platforms keep programs for limited periods and I have on several occasions found that certain programs I have been interested in have either never been available on demand or episodes or complete series have been removed before I was able to watch them.

5. If you truly want the opinions of consumers you should
  - a. Ensure that typical consumers are aware of the fact that you want their opinions.
  - b. Although I am not a big fan of surveys because of the lack of context, this is I believe the only way that the opinions of all demographics can be obtained.

For example I know people who would happily do without television if it meant having to pay a subscription, I also know people who currently can't afford to pay subscriptions and struggle enough to pay the licence fee.

I hope that I am wrong about the motivation of this consultation and you will improve the means of gathering information from consumers.

Regards

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