



## Call for Evidence response form

Please complete this form in full and return to  
[FutureofTVDistributionCallforEvidence@ofcom.org.uk](mailto:FutureofTVDistributionCallforEvidence@ofcom.org.uk)

	Call for evidence: Future of TV Distribution
	✂
	✂
	Organisation
	Maxxwave Ltd
	✂

## Confidentiality

We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom's General Privacy Statement](#).

	None
	Yes

## Your response

	<b>Your response</b>
	Confidential? – Y / N
	Maxxwave operates a wireless ISP network for rural areas. Our users are typically more affluent and "tech-savvy", which in itself does pre-qualify users to be interested in IP TV delivery.

	<p>We see around 30% takeup on the areas we serve, but small clusters (such as new housing estates of around 30-40 houses) where we see over 90% takeup as often we work with the housing developers to install our connectivity into the houses as they are built, as BT or other suppliers are too expensive.</p> <p>What we are seeing is a very high number of users (&gt;90%) use IP delivery for television.</p> <p>If we have a fault at a peak time, we have a high number of complaints, which typically includes "I'm trying to watch tv..."</p> <p>We cannot determine if the data is for linear TV or on-demand, but customers appear to tell us they are watching on-demand services. However other sources will be available for this data.</p> <p>Overall we can therefore confirm that we see our networks being used increasingly for IP based TV delivery, which has had a large knock-on effect on loading, and IP-based TV is a primary driver as to why consumers choose our product over LTE or low speed ADSL as we can sustain 5-6mbps without problems.</p>
	<p>We have no opinion and cannot comment.</p>
	<p>As noted in our response to Q1, we see strong demand for our service as particularly slower broadband connections cannot sustain IP TV. This is something already being addressed by government.</p> <p>However we get strong feedback from customers that LTE solutions also cannot sustain IP TV. Our belief is that this is due to lack of spectrum which constrains the capacity of the 4G networks.</p>
	<p>The main constraint on IP delivery is lack of landline connectivity. Wireless connectivity (through 5ghz or LTE solutions) provides an excellent bridge, but lack of coverage and spectrum for both (particularly LTE) considerably constrains the ability to deliver</p>

	<p>this.</p>
	<p>As with our response to Q4, we have considered for a long time that we are reaching the point whereby auctioning the DTT spectrum to highest bidder in a technology-neutral fashion may be an appropriate method to consider the best use of this spectrum.</p> <p>If the DTT spectrum was repurposed to LTE, this would arguably have a greater benefit for consumers as the spectrum would still be able to sustain TV (using IP over LTE) but would have additional benefits from improved coverage and capacity for other LTE uses, such as mobile broadband, telephones, etc.</p> <p>Therefore considering if it is in the UK consumers interest to retain the DTT spectrum for DTT, repurpose it to LTE, or let the market decide through a technology-neutral auction mechanism (which may result in a mixed DTT/LTE environment) is likely to be the best outcome.</p>
	<p>We have no particular opinions on this question.</p>

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