

## Call for Evidence response form

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

<b>Title</b>	Call for evidence: Future of TV Distribution
<b>Full name</b>	✂
<b>Contact phone number</b>	✂
<b>Representing (delete as appropriate)</b>	Organisation
<b>Organisation name</b>	Rural Services Network
<b>Email address</b>	✂

## 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](#).

<b>Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.</b>	Nothing
<b>Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.</b>	None
<b>For confidential responses, can Ofcom publish a reference to the contents of your response?</b>	Yes / No

## Your response

<b>Question</b>	<b>Your response</b>
<b>Q1. How are audience demands and expectations evolving, and how does that vary for users of different TV platforms and different demographics?</b>	The Rural Services Network was established to serve as the national champion for rural services, ensuring that people in rural areas have a strong voice. We represent communities that are often overlooked in important national conversations, including around the future of broadcast. We represent rural communities and over 500 organisations across the public, private and voluntary sectors. See: <a href="http://www.rsnonline.org.uk">www.rsnonline.org.uk</a>

	<p>Our network supports people who are most likely to be among those most dependent on broadcast services, including many rural communities which lack decent broadband connections and more isolated communities where broadcast services provide a valued lifeline.</p> <p>Rural Britain contains many areas of, often hidden, deprivation. Many families are unable to afford or access the high-quality broadband required to stream television and the expensive monthly subscriptions that they demand.</p> <p>Broadcast services don't depend on either broadband connectivity or subscription fees. Instead, they deliver universally available, high-quality content and choice that serves as a vital lifeline for rural communities across the UK. We believe this will be the case for many years to come, as full roll out high-quality broadband to many rural areas is still a long way off. That is why we believe terrestrial broadcast services should be protected to 2040 and beyond.</p>
<p><b>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?</b></p>	<p>N/A</p>
<p><b>Q3. How do broadband networks and supporting infrastructure need to evolve to support resilient delivery of TV over the internet in the future?</b></p>	<p>N/A</p>
<p><b>Q4. In what ways might different types of 'hybrid' terrestrial and internet services deliver benefits for audiences and what risks may arise?</b></p>	<p>N/A</p>
<p><b>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)?</b></p>	<p>N/A</p>
<p><b>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?</b></p>	<p>N/A</p>

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