Mr Ben Rattigan

**Additional comments:**

Given the small number of affected viewers as you have claimed to be around 0.1%, those companies awarded the 4G spectrum should fund to those affected viewers the additional cost they will have to bear if they are not able to recieve DTT/Freeview. The alternatives such as Freesat, Sky Digital or Cable are all more expensive options and we should not have a two tier system where some viewers are forced to pay more than others.

This should be done by either setting up a claim fund for those affected to claim from or an organisation set up by the 4G spectrum holders to provide discount digital TV services to those affected.

**Question 1: Do you have any comments on our modelling approach and assessment of numbers of households affected?:**

No

**Question 2: Do you agree with our high level conclusions on mitigation options?:**

No, see my additional comments as this a cheap get out clause which seems to mean no-one has to do anything real.

**Question 3: Do you have any comments, views or evidence that you would wish to be considered in our further work looking at the appropriate level of consumer support?:**

Ofcom should play a much more active role in engaging and forcing to engage spectrum and license holders with the viewing public. Ofcom does not interact with viewers at all from what I have seen. It seems that Ofcom is more like an organisation representing media and comms industry than one that is actually regulating it.

**Question 4: Do you have any comments or views on how we have assessed the approaches and our preference for the hybrid approach?:**

It seems like Ofcom is more concerned with how this affects the industry than the end user.

**Question 5: Do you agree with the options, the assessment approach and our initial conclusions? What are your views on cost risks and how to deal with them?:**

The cost should be bourne entirley by the spectrum holders. How will Ofcom ensure that these 4G holders will provide consumers with this information?