

Question 1: which services are most likely to drive take up of DTT consumer reception equipment using new technologies? In particular, are HD services the most likely to do so?:

The Marketing hype regarding HD flat screens has seen good success with many sets sold nationally - it will be these house-holds and the increasing number of house-holds acquiring media-centres with Digital TV cards that will be at the forefront of consumer demand for HD on DTT.

Question 2: do you agree with Ofcom's assessment that it would be beneficial for the DTT platform to begin to upgrade to new technologies ? DVB-T2 and MPEG-4 - to make more efficient use of spectrum and to allow for the introduction of new services?:

I agree

Question 4: do you agree that the earliest possible availability and adoption of the technologies is in the interests of consumers and citizens?:

I agree

Question 5: do you agree with Ofcom's view that DVB-T2 MPEG-4 reception equipment could be commercially available in time for DSO in Granada region in late 2009?:

This is a question with a narrow view as one could argue that MPEG-4 reception equipment has been commercially available and inexpensive for many years now and being used currently by many households - the PC television card!

Set-top boxes: I agree that there should be no reason why this equipment should not be available right now (if spec ratified - e.g. H.264), let alone in late 2009!

Question 6: do you agree that some form of intervention is required in order for the DTT platform to commence an upgrade to new technologies without delay?:

There has been enough UK trials together with other countries already using HD technology for DTT that there should be no further delay!

The BBC are delaying their launch until more is known about Ofcom's plans for creating capacity for HD on the existing DTT platform.

I'm not sure what other intervention is required.

Question 8: do you agree with Ofcom's proposed approach for adding SD and HD versions of MPEG-4 and DVB-T2 profiles to the list of permitted standards for DTT in the spring, and that Ofcom's consent must be sought prior to adoption of these standards?:

This is a complex question with many different considerations but in balance I think not.

I conclude that although with good intentions the resultant of this view is detrimental to the nations technology growth.

Question 9: do you agree with Ofcom's proposal that Multiplex B should be cleared and upgraded to new technologies?:

Yes and sooner the better.

Question 10: do you agree with Ofcom's proposal that all multiplexes should be required to upgrade to 64QAM at DSO in order to make the most efficient use of spectrum (ie that the mode change should not merely be optional)?:

Consumer demand will prevail so either be optional or an aggressive schedule dictated.

Question 11: do you agree with our proposals for accommodating Five, S4C, TG4 and GDS on Multiplex 2?:

Yes.

Question 12: do you agree with our assessment that nine SD services can operate on Multiplex 2? If not, do you have an alternative proposal?:

I agree

Question 13: do you agree with our proposals for the reorganisation process for the existing multiplex services set out in the central case scenario?:

Yes

Question 14: do you agree with the principles / conditions that Ofcom proposes to use to evaluate counterproposals for the reorganisation process?:

Yes

Question 15: Do you have an alternative proposal for the reorganisation process? If yes, please provide details.:

No

Question 16: do you agree with Ofcom's assessment of the options for allocating the upgraded capacity?:

Yes

Question 17: do you agree with the proposal that HD broadcasting on the DTT platform should use the more efficient progressive format, rather than the interlaced format?:

Yes, ideally 1080p should be native as more larger flat screens are being bought by house-holds.

Question 18: do you agree with the proposal that Ofcom should not mandate the use of the capacity for any particular service type (SD or HD) but allow the broadcasters to make proposals?:

I agree

Question 19: do you agree with the proposal that the capacity should be allocated in three UK-wide blocks initially, rising to four blocks at DSO?:

Yes

Question 20: do you agree with the proposed criteria for the comparative selection process?:

Yes

Question 21: do you have any comments on Ofcom's proposals for the upgraded multiplex?:

No

Question 22: Do you agree with Ofcom's impact assessment?:

Yes

Question 23: Do you agree with Ofcom's assessment of the potential benefits, risks and mitigations strategies relating to the impact of these proposals on the DSO programme?:

Yes

Additional comments:

Although there are considerations for both iDTV and set-top boxes, there is a distinct lack of mention for the many thousands of home media-centres which are capable of receiving HD transmissions currently.

As TV screens become cheaper and therefore much, much bigger there appears to be little consideration in going live with 1080p as the default to cater for the ever increasing viewing size.