

**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?:**

Yes i believe FREE HD channels will dramatically improve take-up. I want HD but do not want to pay sky for new equipment and subscriptions. Services which show popular programming in HD will be successful, eg an full-time version of the current BBC HD channel, also a similar service from ITV, Channel 4 and Five.

**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?:**

Yes indeed, so long as the cost of new equipment is not prohibitive.

**Question 3: Ofcom is particularly interested in hearing from multiplex operators and programme providers as to whether they are interested in using DVB-T2 and / or MPEG-4, and whether Ofcom should consider permitting their use on DTT?:**

NA

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

Yes indeed, at the moment the pay channel operators have a total monopoly on HD services, and they are too expensive.

**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?:**

Yes absolutely.

**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?:**

Yes as long as it doesn't mean the loss of certain popular channels, eg Virgin 1, Sky 3 etc. Ofcom should require multiplex operators to get rid of all the shopping channels - what a waste of a valuable resource!

**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?:**

Yes

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

Yes so long as there is no loss of existing popular channels.

**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)?:**

Yes indeed, i think it is vital that everything is of the same standard so as to make it easy for consumers to understand and have no differences in quality and signal strength

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

Yes although S4C is of no relevance to me.

**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?:**

Yes.

**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 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?:**

No, you should specify HD or SD! Otherwise the whole reorganisation could be a waste of time!

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

I think Ofcom should allow the consumer a choice by way of consultation as to the channels they want and the programming they want. Let us choose for a change please!

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

Generally 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