

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?:

With HD ready equipment (televisions, blu-ray players, up scaling devices, gaming consoles etc) becoming rapidly more common place in the home, consumers will naturally desire better quality broadcast services. When HD is compared against SD on a HD television and the quality difference is observed, this further drives the need for HD source. Saying that, with the expected cost of a freesat installation compared to UHF antenna system upgrades, Freeview receiving equipment and crucially, no current HD Freeview services, for consumers who require HD very soon, freesat does seem very appealing.

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.

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?:

See above.

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

Yes, providing any standards are set and agreed and consumers will not require further equipment upgrades time and time again.

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, providing all standards are finalised.

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. DSO / DTT / HD and DSat is already confusing for the public. If changes are made 2 or 3 years from now and new equipment is required for extra services, this only adds to this situation.

Question 7: Do you have any proposals for launching MPEG-4 services on a DTT multiplex using DVB-T in advance of the proposed 2009 timetable and if so can you provide details of how such a service would not undermine the proposed MPEG-4/DVB-T2 launch in 2009?:

N/A

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 for PSB HD services.

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.

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?:

This does seem to be a little risky.

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.:

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.

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?:

Yes.

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.