

**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?:**

reasonably priced HD receiving equipment (HD Freeview boxes) or an exchange scheme if standard boxes have been brought in a pre determined period before HD is launched. Interactive services and compatibility with computer interfaces

**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, I agree. But first Ofcom must secure a common agreement for the standard of the format used across the european zone. This will improve competitiveness in the same way the PAL system has done for video and will stop the format being hijacked by large corporations with vested interests.

**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?:**

without support from the content providers HD provision will fail miserably - there is only 1 opportunity to get it right for the people of the UK and europe - this opportunity, Ofcom needs to make thoroughly considered decisions for the long term benefit of provider, operators and programme providers.

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

yes, but only if the standard format DVB-T2 and or MPEG-4 (I would prefer MPEF-4 for long term compatibility) is agreed across the european area. Ofcom must also consider the need to provide compatibility when new technologies will replace either of the above formats (as they inevitably will). Only if this is agreed should availability and adoption be made at an early time.

**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, I agree about the reception format equipment, but it should be funded by Ofcom for a fixed period of evaluation with an option for the Granada region people who take up the option for HD to buy the equipment at a reduced price as an incentive.

**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, the failure to agree a dtt platform will be disastrous, in this case a firm intervention will pay long term benefits.

**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?:**

I wish I did have proposals, but I don't

**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 makes sense to proceed promptly where possible but to allow flexibility - as in question 6 a firm hand to guide the process is essential.

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

yes

**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)?:**

over a phased period I would agree to this - the impact on the consumer should be throughly considered.

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

if this proposal has been evaluated and independent consideration shows this is suitable then it should be done.

**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 have no comment

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

I have no comment

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

if they are fair

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

I have no comment

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

I have no comment

**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?:**

if it results in a superior picture and will work better then yes, however if interlaced is better then a public consultation should be considered.

**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, the broadcasters provide the content the consumers like, so Ofcom should not mandate the use.

**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?:**

I have no comment

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

I have no coment

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

I have no comment