

**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?:**

Principally HD TV which is hugely important to the future of DTT. The availability of HD TV will drive take up and retention of consumers on each of the platforms. For example, I do not want to have to move cable or satellite as I am happy with freeview but will switch if HDTV is not made available on freeview, not that I wish to but would feel forced to and Ofcom would be to blame if they did not ensure HD TV was made available on freeview. You would be responsible for creating a two-tier broadcasting system to the detriment of all.

**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?:**

whatever it takes to get HD TV on DTT should be done

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

yes, otherwise the horse will have bolted so to speak

**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

**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

**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?:**

whatever it takes to get hdtv on freeview should be done

**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. Ofcom should reserve space for HDTV services.

**Additional comments:**

do whatever it takes to get HDTV on freeview. HDTV is the future and if you can't arrange for that then just shut it down because it will be rubbish compared to other platforms.