

Title: Mr Andrew Bowden

Name and title under which you would like this response to appear: Mr Bowden

Question 1: Do you agree with Ofcom's conclusion that AIP should, in principle, be applied to all terrestrial broadcasting uses of spectrum, as to other spectrum uses? Please set out the reasons for your view, and any evidence or analysis that you can provide in support of your position..: In part. I am seriously concerned that the costs involved will be yet a further encouragement for broadcasters to reduce bitrate and resolutions in order to cram more services in to the spectrum space, in order to make them less costly.

Already we're seeing DTT television channels running at very low bitrate, and with less than standard resolution.

The broadcasters using Muxes 2 and A have already reduced resolutions - instead of using 720x576, Channel 4 and ITV broadcast at 704x576. CITV/ITV4, E4, More4, ITV2, ITV3 and QuizCall use 544x576. As for the bitrates - well these are also well below what they should be.

The result of this situation has already resulted in poor quality, blocky pictures. Watching on a 24" TV is not a pleasant experience. Football on ITV4 is unwatchable. I can only conclude from the past, that Ofcom's proposals will make the situation worse, and turn DTT into a poor quality, unwatchable mess.

I will only support Ofcom's proposals therefore, if Ofcom mandate and enshrine a minimum broadcast standard that must be adhered to by all broadcasters - both in resolution (there is absolutely no reason why any full screen broadcaster should be broadcasting at less than 720x576), and with a minimum bitrate requirement .

Without such a thing in force, I find Ofcom's proposals - to be blunt - dangerous. The result will be highly damaging for television viewers in this country.

I also see no point in the BBC licence fee money having to be paid to yet another government quango for no apparent reason.

Question 2: Do you agree with Ofcom's proposals for the timing of introduction of AIP on spectrum used for terrestrial broadcasting? Please set out the reasons for your view, and any evidence or analysis that you can provide in support of your position.: No.

Additional comments: I find Ofcom's approach to this highly suspect and quite frankly wrong. The emphasis is only on "efficiency". Efficiency can - in this case - only be achieved through quality reduction. Reduction in broadcast quality leads to a far poorer service for the viewer (the evidence that it already has, is plain for all to see)