

Call for Evidence response form

Your response

Question	Your response
<p>Q1. How are audience demands and expectations evolving, and how does that vary for users of different TV platforms and different demographics?</p>	<p>Confidential? N</p> <p>Scottish Gaelic is spoken as a community language in Argyll and the Highlands & Islands of Scotland. A significant number of users of Gaelic – speakers, learners and consumers of Gaelic media content – live in the cities of Scotland as well as across the whole of Scotland and the rest of the UK. Geography and Gaelic language ability, or interest, play an important part in determining how those audiences interact with media.</p> <p>One major evolutionary trend relates to the need of Gaelic media to be present and to be easily discoverable by young people. It is particularly important for young people who are benefiting from Gaelic medium education to experience a continuity of language immersion beyond the educational domain, in the realm of their device usage, digital communications and media consumption. English, the majority language in the UK, is omnipresent and without a sufficiency of content on the appropriate platforms, minority languages – not just in the UK – face an uphill struggle for digital relevance.</p>
<p>Q2. What do audience trends mean for the financial prospects and sustainability of TV distribution platforms, and what are the key decision points over the next ten years?</p>	<p>N/A</p>
<p>Q3. How do broadband networks and supporting infrastructure need to evolve to support resilient delivery of TV over the internet in the future?</p>	<p>Broadband networks need to be universal, reaching into all communities with appropriate minimum levels of service. Supporting infrastructure has to provide sufficient capacity to deal with peaks of traffic in all parts of the UK, and to cope with future changes in population shape and consumption habits.</p>
<p>Q4. In what ways might different types of 'hybrid' terrestrial and internet services</p>	<p>N/A</p>

<p>deliver benefits for audiences and what risks may arise?</p>	
<p>Q5. Given the sharing of infrastructure, what would the implications for other sectors be if there was a change to the use of digital terrestrial television (DTT)?</p>	<p>A significant percentage of television viewers use DTT as their only or preferred means of viewing. Many of those viewers are elderly or disabled or live at a distance from good broadband or cannot afford pay services. Changes to the use of DTT should only happen when there are appropriate platforms that do not disadvantage current DTT users.</p>
<p>Q6. What coordination and planning across the value chain might be necessary to secure good outcomes for audiences and key providers over the long term?</p>	<p>There should be full consultation with those groups who could be disadvantaged by future changes, including users of minority languages such as Gaelic and current users of DTT.</p>

Please complete this form in full and return to
FutureofTVDistributionCallforEvidence@ofcom.org.uk