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Your response

Question	Your response
Q1. How are audience demands and expectations evolving, and how does that vary for users of different TV platforms and different demographics?	- Very different behaviour in different demographics (older generation still watching linear, for how long will this remain? 10, 15, 20 years?) - The over 75 group who just watch Linear DTT content will not grow, it will only get csmaller as time progresses. Any other groups below this age will become more aware of OTT content (Linear or Catchup)

	- If DTT is to remain, then it should completely emerge itself in the Hybrid world. - More differentiation of audience demands (more special interest/niche content) - More targeted engagement with the user (e.g. personalised ads, personalised recommendations) - Content will be consumed everywhere anytime. - More personalisation of content (interactive content) - User interfaces and TV platforms will adapt to cover all these different demands mentioned above
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?	- National live events will remain important for a broader audience. - More special interest content will be created for less audience (which results in higher ad revenues per view) - Platforms need to be prepared to provide content to any device. - DTT services are more reliable, the internet to consumers' homes sometimes goes down, whereas the DTT service rarely ever goes down, meaning any shift to IP only in the future, relies on the reliability of the IP infrastructure. - But when DTT services do go down, they are normally catastrophic as in the case of the Bilsdale transmitter fire in 2022.
Q3. How do broadband networks and supporting infrastructure need to evolve to support resilient delivery of TV over the internet in the future?	- Internet and potentially 5G infrastructure must be improved to cover the increase in demand (e.g. FTTH) - They must be as reliable as the current DTT service.
Q4. In what ways might different types of 'hybrid' terrestrial and internet services deliver benefits for audiences and what risks may arise?	- Audiences will expect to receive content everywhere anytime and do not care if it is terrestrial, internet or hybrid - "Hybrid" will be beneficial for content providers to reduce cost, not for audiences - Content discovery is key to tackling the issue of multiple content sources, the days of the single EPG say from Freeview might need to change as manufactures try to include content from other operators in one EPG, or, multiple EPG's

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)?	- Further reduction in the UHF band might be inevitable to support mobile applications.
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?	- Simple access for content providers to TV platforms by using common standards - Metadata sharing across the value chain to secure content discovery in end user device hardware

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