

## Call for Evidence response form

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|---|--|
| <b>Title</b>                                | Call for evidence: Future of TV Distribution |
| <b>Full name</b>                            | ✂  |
| <b>Contact phone number</b>                 | ✂  |
| <b>Representing (delete as appropriate)</b> | Self   |
| <b>Organisation name</b>                    | Private individual                           |
| <b>Email address</b>                        | ✂  |

## Confidentiality

We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom's General Privacy Statement](#).

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|--|---------|
| <b>Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.</b> | Nothing |
| <b>Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.</b>  | None    |
| <b>For confidential responses, can Ofcom publish a reference to the contents of your response?</b>   | Yes     |

## Your response

| <b>Question</b>   | <b>Your response</b>   |
|---|--|
| <b>Q1. How are audience demands and expectations evolving, and how does that vary for users of different TV platforms and different demographics?</b> | Confidential? – N<br><br>It means that 1) Not everyone has broadband<br>2) A switch from terrestrial to broadband TV would be very problematic in terms of quality. Do you know how many times my broadband/wi-fi has crashed/gone down over the 12 or so years I have had it? Dozens and dozens and dozens of times. Imagine if my TV |

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|   | <p>was broadband-based, rather than DTT, how many times I would have lost the picture? That would mean a major reduction in quality.</p> <p>3) As you note yourselves in the consultation document (p.4, n.3), a switch from terrestrial/Freeview to broadband TV would be costly for many, as it would need a subscription, and even for those already with a subscription, they might need a more expensive one (as you note on pp.9-10).</p> <p>Therefore, in light of the three points above, as well as other considerations, I believe that terrestrial services and Freeview should still be protected for at least another 20 or so years.</p> |
| <p><b>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?</b></p> | <p>As you admit yourselves, audience trends do not yet justify the removal of the DTT. “7% of households do not have access to the internet at home (via any device, e.g. PC, mobile phone, etc) and 14% of households have no fixed connection to the internet.” (p.9, n. 19).</p>  |
| <p><b>Q3. How do broadband networks and supporting infrastructure need to evolve to support resilient delivery of TV over the internet in the future?</b></p>                             | <p>Put their customers first, instead of their own greed and convenience.</p>  |
| <p><b>Q4. In what ways might different types of ‘hybrid’ terrestrial and internet services deliver benefits for audiences and what risks may arise?</b></p>                               | <p>Hybrid services would still lead to premature ending of terrestrial/DTT services, as the temptation would be for you to say ‘Oh look, terrestrial/DTT services have already been reduced to just being part of a hybrid; let’s just take the next step and axe them altogether’.</p>  |
| <p><b>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)?</b></p>         | <p>Possibility of overload on the system, and also the distinct possibility of internet/wi-fi providers ripping us all off once the DTT alternative is removed.</p>  |
| <p><b>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?</b></p>                    | <p>Putting us, the public, first, instead of imposing your ‘bright’ ideas on us, might be a good start.</p>  |

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