

Call for Evidence response form

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FutureofTVDistributionCallforEvidence@ofcom.org.uk

Title	Call for evidence: Future of TV Distribution
Full name	✂
Contact phone number	✂
Representing (delete as appropriate)	Self
Organisation name	✂
Email address	✂

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](#).

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

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?	Confidential? – N Audiences increasingly want content at a time of their choosing on a platform of their choice. An exception is old people who do cling on to the simplicity and reassurance of linear TV of broadcast television on a defined schedule.

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?	I suspect the industry will shake down to users choosing one or two streaming platforms rather than a wide diversity.
Q3. How do broadband networks and supporting infrastructure need to evolve to support resilient delivery of TV over the internet in the future?	Good quality broadband is key to IPTV. I live in Scotland where huge swathes of the country have no mobile broadband. I also travel by train to London where reception of 4g/5g is woeful at some points which makes videoconferencing not feasible.
Q4. In what ways might different types of 'hybrid' terrestrial and internet services deliver benefits for audiences and what risks may arise?	Terrestrial broadcast does offer a secure signal whereas mobile broadband just is not there on a guaranteed signal outside urban areas.
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)?	I don't know enough about the technology but I suspect is DTT migrated to the internet there would be sufficient infrastructure to provide a reliable signal across the nation.
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?	To me it comes down to reliable high-bandwidth infrastructure and let the market take care of the rest.

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