

Dear Sir,

We submit below for consideration.

History -

Our company was established in 2003 - We have worked closely with Television installers and similar fields during this time. Our company business name suggests A Digital Life™ www.adigitallife.com

We have helped Australians move to Digital TV. Our company has supplied thousands of Television antennas and associated products over this time. Our core customer base is Antenna, Satellite and Home Theater installation companies. We support Free to Air Television via satellite www.vetrun.com

Consumer Market Place

The consumer has access to affordable electronics and many viewing choices. We believe this should not be hindered by government restrictions or inaction. A deregulated market place allows for better affordable services. Consumers are now demanding more. The public are asking for a better service. All parties should be treated equal when it comes to the television viewing set. The digital age is here and should be embraced. Our country has a chance to catch up with the rest of the world that has been restricted by old mind sets for a very long time.

Our Submission is based on global and local approach

1. We support removing ALL restrictions on broadcasters. We believe there is enough competition in the market place to encourage quality viewing. Broadcasters should be allowed to let consumers choose what service to view if they wish. If broadcasters wish to survive, they will compete on their own free will and provide content of the quality that the consumer demands. Any and all restrictions can only lead to a diminishing marketplace for the licence they pay for. Any online platform by broadcasters should not be restricted. The consumer is waiting for Australia to be free in this format.

2. We support removing all and any broadcast restrictions on the VAST service.

We support removing a one and only approved hardware manufacture/vendor supplier agreement for this service.

No one vendor should have the right to exclusivity to provide conditional access hardware set top boxes for this service.

All broadcasters should be available on this service and all hardware should be available through any hardware market unrestricted.

Europe and Asia has never restricted conditional access set top box hardware sales of most satellite service's. The government is not Foxtel and should not restrict this market as they currently do.

The government should allow multiple set top box manufactures of this service. This will lead to better choice and better prices for consumers. The Australian government is 20 years behind Europe and Asia in this matter. We hope they can catch up.

3. MPEG 4 should be implemented with mulitplexing allowed.

4. We ask the consultation committee put a motion forward to examine testing for 8K Ultra High definition broadcast transmissions which began some 2 years ago in Japan.

Please consider opening this up for discussion and future planning now with all parties as an annexure to this paper.

5. We ask that the consultation committee examine and put forward a future motion that mandates analogue tuners be removed from new TV sales as the USA did 6-7 year years ago.

Thank you

Kind Regards

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Managing Director



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