



A U T O G R A P H

**Autograph Sound Recording Ltd – Response to Ofcom consultation on additional funding for PMSE
October 2018**

In response to the consultation regarding additional funding for PMSE equipment owners, we have outlined below the various stages of the process and highlighted the additional stages or extra time required at each stage.

We estimate the process will require nearly twice as much time resource as last time – over 800 man days identified over the next 20 months instead of 500 during the 800MHz clearance. It is important to recognize the comparison to the 800MHz process because we believe that the 5% level has been reached based on the information supplied by the industry (including Autograph) that referenced the time costs incurred previously, rather than predicting anticipated costs this time. In short, the complexity of changes we face and the technical changes required in this instance will require more skilled personnel, who will be involved for longer this time to engage in more detailed plans, more technical changes and longer rehearsal time. Early indications suggest that the cost will be over 10% of the amount we will be claiming for equipment, therefore we believe the additional funding should increase to 10% from 5%.

That said, we fully support BEIRG's suggestion of a scaled or tiered structure to ensure the smaller parties affected are not disadvantaged, in the same way we agree with BEIRG's suggestion that exceptions should be made for affected parties who currently fall outside the eligibility criteria – ie those who rent equipment rather than own it.

Time/cost projection in connection with 700MHz clearance programme.

The sections below set out the various stages of the process we are having to plan. Some of these require short term resource at the start of the process, others are ongoing requirements of varied skilled resources that may already be engaged within the company, and therefore not a direct cost, but their commitment to this process will require additional part time or freelance resource to maintain existing workloads alongside the very intensive program that the 700MHz clearance presents to us.

- **Preparing asset info**
- Similar time to before at approximately **60 man days**
- **Assess what equipment qualifies**
- Similar time to before at approximately **10 man days**

- **Liaison/admin to manage client expectation and requirements**



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Significantly more time than last time as in many cases the change will require the wholesale exchange of systems requiring liaison with producers, sound designers and technical crew on each production. Previous experience was approx. 56 days but we expect this to be in the region of 2 days per show and we have approximately 30 productions out on hire. Therefore estimate - **60 man days**

- **Liaise with sound designer on replacement equipment choices**
Significantly more than last time as in many cases the designers maybe unfamiliar with the new technology and new systems and will require product demo, technical planning and schematic drawing work to manage the change. It is important to note that the choice of what equipment is required on each show is not necessarily our choice as the rental company has to meet the creative and technical demands of the Sound designer. Changing such a significant part of the system represents a huge change technically and artistically and therefore this planning and preparation time is critical. We estimate this to be in the region of 3 days per show and we have approximately 30 productions out on hire. Therefore we estimate - **90 man days**
- **Liaise with show tech staff about planning changeover**
See below
- **Employ freelance production engineer to assist planning and research changeover**
This will require site visits to work out the antenna positions, cable changes, logistics of removing the old system and installing the new, including any cable terminations etc We have allowed 4 man days per show – **120 man days**
- **Frequency planning and licensing admin to facilitate changeover**
This will be similar to before at approx. 1.5 days per show, so we estimate - **45 man days**
- **Order, receive, inventory new equipment**
- **Buy additional racks to use new equipment to facilitate direct swap out procedure**
- **Prep test and program new equipment**
These stages will take significantly more time than before, again because the whole system is being changed and in nearly every case will be for different equipment, whereas previously we exchange parts of the system that were modular and therefore required little testing or preparation.
Estimate 4 days per show - **120 many days**



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- **Logistics of new equipment to venue/collect old and deliver to scheme administrator**

Significantly more – last time each swap was one delivery/collection in the same day, or managed within day to day business. It's only simple transport and packaging logistics but will 3-4 visits to each theatre, mostly at Sunday rates, hence the £600 per production/system cost on the table overleaf.

- **On site attendance to install new equipment with freelance production engineer and on site attendance for rehearsals**

Significantly more – last time one RF engineer and one support engineer visited for one day only. In this instance the changeover will involve an RF engineer and radio support engineer working on Sunday to remove the old system, and then install the new with commissioning happening on a Monday leading to rehearsal time and then first performance with the new system. Possible attendance on performance two as well. Estimate 5 man days per production - **150 man days**

- **Dismantling old equipment – and testing old equipment prior to return**

Estimated at 3 days per production - **90 man days**

- **Accounts time**

2 days per production - **60 man days**

Total man days estimated 805 man days at an average of £300 per day across management, RF engineers, Radio support engineers, hire support engineers, accounts and admin roles.