

## **Response to Ofcom Consultation on the Effects of 700MHz Clearance on PMSE Stakeholder, QVC.**

QVC is a video and ecommerce retailer. Our main TV channel broadcasts live 16 hours a day to over 25 million homes in the UK. We have a further three TV channels – ‘Style’, ‘Beauty and ‘Extra’, together with website and mobile apps.

Our business is derived from the live channel, for which Radio Microphones and In-Ear-Monitoring equipment is not only integral to the programme making, but essential. In addition, our three non-live channels not only rely on content derived entirely from the live channel, but also new content, again created with the use of RM & IEM equipment.

QVC currently employ 30 x RM & IEM licensed frequencies in the 700 MHz band, together with an integrated antenna network (installed throughout the building & all studios) which convey the presenters’ speech from the respective studio floors to the control rooms where they are mixed into the programme stream. A further 11 channels within the 470 – 694 MHz band are used for making promotional interstitial material that also contributes to all of the four TV channels.

QVC as a business would not be able to function with out the ability to operate Radio Microphones and In-Ear-Monitoring equipment for which dedicated and protected spectrum needs to be available.

Furthermore, reallocation to the 960-1164 MHz band (for which currently no PMSE equipment exists) would involve not only replacement of all our RM & IEM equipment, but also our entire RF antenna network, at a total cost of around £200,000 – a punitive amount.