

Andrew Dumbreck
Ofcom
3rd Floor
Riverside House
2a Southwark Bridge Road
London, SE1 9HA, UK

Dear Sirs,

TVonics is completely supportive of the proposals tabled by the BBC and suggests that the proposals are enough to initiate the market in a timely fashion, which is essential for all parties involved, given the cumulative spend of those companies and organizations involved.

Changes to the current implementation would have a serious impact onto the manufacturers' currently working to launch products in 2010. TVonics as manufacturer and brand remains unique in the UK, as it designs, manufactures and sells its products only in the UK.

TVonics feel that the system proposed by the BBC has been adopted well by industry and provide the level of cover necessary to facilitate the market. TVonics feels that the BBC have carefully treaded a difficult path between the Free to View market and the wants wishes and needs of the content owners.

If you would require any additional information, please don't hesitate to contact me directly on +44 (0) 7919174878

TVonics feels that a rejection of this proposal at this stage would seriously undermine the market, and confidence in ofcom.

Your Sincerely,

Andy.

Andy Carr.
Director of Engineering.
TVonics Solutions Ltd.

