

From: Alex Buchan
To: "newbuildconnectivity2018@culture.gov.uk"
Date: Fri Dec 21 2018 10:17:38 GMT-0000 (GMT)
Subject: New Build Developments Delivering Gigabit Capable Connections

Dear Sir/Madam,

In response to the [DCMS consultation](#) on delivering gigabit capable connections, below is the DTG's response:

The DTG is an industry association for digital media and much of our work is focussing on the future delivery of media services. Through our extensive work in the TV industry encompassing our members from broadcast, manufacturing, government and regulators, it is our informed view that over the next 10 years, alongside traditional TV platforms for content access, delivery of video content over the internet will see considerable growth whether this is an over the top provider such as Netflix or via linear DTT channels moving to internet delivery such as BBC 3.

In parallel to this shift to internet delivery there will be a viewer expectation of increasing video quality with 4k UHD large screen panel TVs accounting for over 70% of TV sales in the UK in terms of value.*

Increasingly many households use multiple devices to watch content, e.g. tablet, phone, laptop, TV, and in general, the average household could contain as many as 500 connected devices by 2020.

To support this delivery of high bandwidth content to multiple devices, ubiquitous availability and uptake of high-speed broadband is required across UK homes and we support the proposal for new homes to be built with future-proof connectivity as a key element of their development.

However, an essential aspect of gigabit delivery of high-speed internet will be how it is distributed within the home. Many modern building materials are not conducive to the delivery of wireless internet. A workshop held at DTG with key stakeholders in the broadband industry concluded that for high-quality broadband delivery within the home, a strong wired infrastructure is critical.

There are many options for building a strong wired infrastructure, although there is no single source of guidance available to advise stakeholders, such as self-home builders, councils and construction companies, as to the best way of delivering it.

The DTG along with its members have been developing an 'In-home Connectivity Guide' with the aim to provide a one-stop guide on how to build a strong wired infrastructure, whether that be for a single home or a block of flats.

Without this guidance, gigabit delivery may be delivered to the building, but the end user experience could still be poor due to the in-home distribution. This could lead to customer service issues for developers, expensive retrofit solutions for consumers to install the necessary cabling and infrastructure, and ultimately could mean that the developer and operator efforts to deliver gigabit connectivity to a new-build-development cannot be fully taken advantage of by the end user.

To conclude, guidelines that clearly show stakeholders how to build a robust wired infrastructure should form an integral part of the overall gigabit internet solution, and therefore funding should be considered to deliver this as a publicly available specification.

This document has been written using feedback from the DTG's membership but does not necessarily represent the views of all DTG member organisations. Please note that the DTG is made up of member companies who may also be submitting an individual response to this DCMS consultation.
*Figures derived inter-alia from GfK sales data 2017-2018.

Yours faithfully,

Alex Buchan

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