

VIEWER RESPONSE

I am an average consumer who has just switched from a Humax Freesat box to the new Humax Aura Freeview Play box. I stumbled across this consultation on your website. My response relates to Q1....

QUESTION.1 (HD/SD Substitutes)

I am greatly in favour of this as my first reaction when switching to a Freeview Play box was disappointment that LCN's 1-5 (bbc1, 2, ITV/stv, channel 4 & channel 5) were the SD versions and I have to go to 101-105 to view in HD.

I understand many people may not have HD capable devices but I feel in this day and age HD should be the bare standard when many people are now even enjoying content in 4K. Many people have large TV's now which makes SD Content even harder to watch. If HD channels are easier to find and if more become available above the current offering then the Freeview service can only be more appealing to people using or switching to the service.