

Help Save the British Entertainment Industry from Total Collapse!

- The British Entertainment Industry is worth £15 billion pa to the UK economy.
- The British public is rightly very proud of this industry which produces spectacular content that enjoys global reach and world wide acclaim
- If current plans to auction spectrum go ahead then the equipment that this industry relies on (wireless microphones, in ear monitoring devices etc) could become useless!
- What then for the nation's favourite performers, artists, directors, singers, musicians and presenters; not to mention those that manufacture these technologies and have developed years of expertise working with them?

The proposals will seriously compromise the production methods of ALL of your favourite...

Musicals, live rock and pop concerts, music festivals, opera, live comedy, theatre productions, outside television broadcasting (including events such as Children in Need and Live 8), no more shooting on location for TV and film drama, and certainly no more outside broadcasting for televised Sports events, including the Olympics!

- Ofcom has not realised that this creative community is too disparate and diverse to compete in a spectrum auction!
- Ofcom must guarantee unhindered and interference free spectrum access for the Programme Making and Special Events (PMSE) sector following the switchover to digital TV broadcasting
- It must ensure that Ofcom fully consults and engages with this sector and provide it with accurate and complete technical specifications of their plans for vacated spectrum
- The PMSE sector must be given a fair chance to engage meaningfully with the Digital Dividend Review Consultation process
- The final result must generate proposals that satisfy and reflect the genuine requirements of this important UK industry.

The support of Parliamentarians is absolutely vital in the bid to make the Government aware of the unintended consequences of the Digital Dividend Review. Please show your support

Please Sign EDM No.531- IMPACT OF DIGITAL DIVIDEND ON BRITISH ENTERTAINMENT INDUSTRY

“That this House applauds the work done by the British Entertainment Industry Radio Group (BEIRG) in highlighting the imminent threat to a £15 billion per annum British entertainment industry posed by the Digital Dividend Review being undertaken by Ofcom; recognises that there is no feasible commercial alternative to the use of analogue equipment in the Programme Making and Special Events sector and that Ofcom's plan to auction off the analogue spectrum is likely to damage irreparably a world leading industry and lead to the end of live performances and events; notes that the use of sufficient interleaved analogue spectrum is essential for the continued production of world class entertainment; and urges the Government to guarantee that sufficient quality and quantity of such spectrum be available to prevent the collapse of such a renowned and valuable UK industry.”

If you have any further queries please do not hesitate to contact Sir Alexander Muir-Mackenzie Bt, Ranelagh International Ltd, Tel: +44 (0)20 7828 1603, alexander@ranelagh.info