

## **3.2. Summary of Application**

*Applicants are invited to submit a brief summary of their application(s) to provide members of the public with an overview of their proposals. It should be no longer than two (2) typed A4 pages.*

*Applicants shall also confirm the number of applications they are submitting in total, any conditions attached to their application(s) and any arrangements that must be completed before the applicant would be in a position to accept a contract, were it successful in its application.*

**EasyTV Limited** ("**EasyTV**") is a new independent company, specifically created to build, operate and maintain a high quality Digital Terrestrial TV (DTT) service across Ireland. The Sponsors behind **EasyTV** are RTÉ Commercial Enterprises Limited, a wholly owned subsidiary of RTÉ, and Irish Digital (TT) Holdings Limited (IDTTH) an indirect wholly owned subsidiary of Liberty Global, Inc.

The unrivalled expertise of its Sponsors allows **EasyTV** to be confident that it has specified the optimum DTT solution in terms of maximising the capabilities of the 4 Multiplexes available; ensuring the fastest possible speed to market; minimising any potential technology risks; building a business model that is commercially viable and ensuring the consumer has the best possible experience from their move to DTT.

**EasyTV** intends to offer a compelling value for money proposition unique in the Irish marketplace. It will combine a rich programming offer that will more than satisfy the majority of consumers viewing requirements combined with the latest in technology developments (HD, DVR, Interactivity) all at unparalleled low prices:

- "Soft Pay" up to 60% cheaper than prevailing offers
- "Mid Pay" up to one third cheaper than prevailing offers

**EasyTV** is bidding for all three Multiplexes on offer so that it can offer consumers a seamless integrated service combining up to 35 Digital Channels on the three commercial multiplexes with the programming on the public service multiplex. Content will be balanced across a broad range of genres including the most popular General Entertainment, News, Documentaries, Music and Sports programming. The overall packaging and proposition is tailored to address the demographic profile of the core target markets.

**EasyTV** will commence the rollout of its Digital TV service starting in Q3/2009 with an initial footprint of 85%. Initial focus will be large urban centres including the main cities in the east coast to Waterford, Cork City, and the Midlands as these will be the first to have a disintegrated analogue service as UK analogue is switched off. At the time of analogue switch off in Ireland, the **EasyTV** footprint would cover 93% of the population of Ireland.

**EasyTV** will ensure the availability of digital receivers nationally by specifying, procuring and financially supporting the development and distribution of a range of STBs and DVRs that fully match BCI requirements. **EasyTV** will also encourage the development of a competitive horizontal market for supply of set top receivers and integrated digital TV receivers that meet the functionality requirements as defined by BCI and will fully support the use of third party STBs with a slot-in **EasyTV** CA module (supporting the latest CA+ standard). **EasyTV** will facilitate the seeding of receivers for FTA consumers to support the wider BCI objective of promoting the DTT platform.

**EasyTV** will operate on a common platform with the operation of MUX 1 by RTÉ and will support the latest developments in assisted access services including both the Broadcast EPG and the specification of the STB models promoted by **EasyTV**.

**EasyTV** will participate with RTÉ in the development and on-going management of a common EPG covering all FTA and pay channels. This enhanced EPG will have the same look and feel on all receivers; it will be fast and efficient; offer enhanced features such as programme by genre and DVR series linking, picture-in-picture support and other leading edge capabilities.

**EasyTV** will be a stand alone operation and have its own independent management team who will be fully responsible for programme acquisition, sales and marketing of the product, customer operations and managing the outsourced service providers.

**EasyTV** will work with a number of carefully chosen partners that are leaders in their own respective fields i.e.



**UPC Broadband** for Service Delivery, Local IT, Encryption & CA Services; **RTÉNL** for Transmission Distribution & Multiplexing Services; **Osmosis** for STB and Smartcard Distribution and Fulfillment Services; **Rigney Dolphin** for Telesales and Customer Support Services.

**EasyTV** will benefit from the unmatched skill, experience and commitment of its Sponsors, RTÉ, the national public service broadcaster in Ireland, and Liberty Global, one of the largest global Pay TV providers. Key benefits will include:

- Ability to define, implement, market and execute a successful Pay-TV strategy
- Leverage of the UPC broadband digital TV laboratories and research
- Seamless integration with the public service multiplex so it is one service to the consumer
- Ability to specify and procure STB and DVRs from leading manufacturers
- Expertise in the design and implementation of easy to use but feature rich applications
- Experience of operating all aspects of essential Pay-TV back office IT systems
- Long term commitment to the provision of TV services in Ireland

Subject to award of contract, and any EU and Ireland regulatory approvals, there are no other arrangements that need to be put in place before **EasyTV** could accept a contract.