

The report seems to skirt around the issues of distribution and the investment in infrastructure required to deliver the content. If the content is popular it will cost a not inconsiderable sum to distribute.

Why not leverage the BBC's considerable investment in datacentres, network, ISP and CDN relationships to distribute the content.

Further, the use of the BBC's investment in rights management and distribution control technology (IP Geography, DRM, P2P) could also be exploited to benefit this proposition.