

**Title:**

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Self

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**What do you want Ofcom to keep confidential?:**

Keep nothing confidential

**If you want part of your response kept confidential, which parts?:**

**Ofcom may publish a response summary:**

Yes

**I confirm that I have read the declaration:**

Yes

**Ofcom should only publish this response after the consultation has ended:**

You may publish my response on receipt

**Additional comments:**

**Question 1: Do you agree that copy management would broaden the range of HD content available on DTT and help secure its long term viability as a platform? :**

I agree that in the short term, a broader range of HD content may be available. However, I believe that this restricted content is not crucial to the short-term or long-term success of the

platform, and may in fact have the opposite effect - the availability of (fewer) DRM-free programmes would make me more likely to use the platform than if a larger quantity of content were available on a DRM-enabled system.

**Question 2: Do you agree that the BBC's proposed multiplex licence amendment represents the most appropriate means for securing an effective content management system on HD DTT? :**

No. If the BBC were licensed to use copy management as the proposed amendment stands, there are insufficient safeguards in place to prevent the BBC from applying these controls to future content that the BBC itself may currently consider to be inappropriate for copy management. The licence amendment should not pave the way for potential widespread use of copy management by future BBC directors.

**Question 3: Do you agree with the proposed change to Condition 6 in the Multiplex B Licence? :**

No

**Question 4: Do you agree that Multiplexes C and D should be granted a similar amendment to their Licences as Multiplex B?. :**

No

**Question 5: Do you agree that the BBC's proposed approach for implementing content management would safeguard citizens and consumers legitimate use of HD content, and if not, what additional guarantees would be appropriate? :**

No. The proposed approach would prevent citizens from legitimately making multiple copies of content for personal or family use, and furthermore, would prevent any type of copy onto devices that do not support the BBC's content management system. Setting a copy limit places unfair restrictions on legitimate use, and a fair system must have no copy limit, and should not prevent or hinder use on any consumer device capable of playing the content prior to the copy management system being enforced.

**Question 6: Do you agree that the BBC's proposed choice of content management technologies will have only a negligible impact on the cost of HD DTT receivers and their interoperability with other HD consumer equipment? . :**

I believe that the proposed technology may have a small (perhaps not negligible) impact on the cost of receivers, but may have a significant impact on interoperability with some other HD consumer equipment.

**Question 7: Do stakeholders agree that the BBC's proposed Huffman Code licensing arrangements would have a negligible effect on the market for HD DTT receivers? :**

No, not for financial reasons, but as a matter of principle, or lack of ease of use with other devices, some citizens may decide that copy managed HD does not provide a significant benefit over current technology. The same citizens (myself included) may choose differently if copy management is not involved.

**Question 8: Do the BBC's proposed content management states and their permitted use for different categories of HD content meet the requirements of other HD broadcasters on DTT? . :**

Not sure.

**Question 9: Are there any issues that you consider Ofcom should take into account in assessing the BBC's proposal, that have not been addressed by this consultation?:**

The experience of music and games publishers with DRM should be considered. While this is not directly comparable with broadcasting, the promise of more content being available if DRM is used has, on several occasions, resulted in significant market reduction due to interoperability problems and restriction on legitimate use. This has caused many publishers to go back to DRM-free content due to consumer complaints with the given technology. DRM providers may contend that their proposed system has negligible impact on legitimate use, but I am yet to see a system that fulfils this promise.