

What do you want Ofcom to keep confidential?:

Keep name 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? :

No. In fact, the licensing fees for DRM technology would substantially reduce the amount of license fee payers' money available to secure content, and would potentially jeopardise the future of the platform.

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. An effective content management system should be defined as one that prevents illegal copying of content without causing significant inconvenience to the legitimate consumer. As with most DRM, this proposal would do nothing to deter pirates while causing a great deal of inconvenience to many license fee payers.

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

No. EPG data should be made available to all receivers without restriction. EPG data is metadata and not content, therefore it does not need to be protected. Implementing the proposed DRM systems could be prohibitively expensive for some equipment manufacturers.

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

No. Freedom of EPG data should be mandated across all DTT multiplexes.

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 BBC's proposal makes no allowance for consumers who wish to use time-shifting recorders not integrated with their receiver (e.g. TiVo). Additionally, consumers would be prevented from viewing content on other devices (e.g. iPods, PCs) without good reason. The guarantee of an allowed "single copy" or "multiple copies" is utterly worthless if the secondary device would also be required to support the same DRM system.

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? . :

No. The cost of DRM licensing for receiver manufacturers should not be underestimated. Interoperability with other equipment would also be severely impacted, as content would only be provided in an encrypted digital format that is unreadable to the vast majority of devices.

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. Huffman coding is not necessary to compress the EPG data, and there is no reason why the BBC should demand that equipment supports their DRM standards in exchange for Huffman look-up tables other than outright coercion.

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? . :

No. The "managed copy" and "multiple copy" states are worthless to consumers as the playback device would be required to support the same DRM system. No such devices currently exist, and consumers will refuse to replace all of their media devices with "BBC approved" devices. Therefore, many previously honest consumers will turn to piracy in order to obtain an unrestricted copy of the content that can be played on any of their devices.

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 consultation does not adequately address the effectiveness (or lack thereof) of DRM content management technologies in preventing widescale piracy. Time after time, DRM technology has been shown to be utterly ineffective at preventing determined pirates, while causing significant inconvenience to legitimate consumers. In all cases, the only real purpose

of DRM has been to make money for the DRM providers. BBC license fee money simply should not be wasted in this way.