



Market Impact Assessment of the BBC's High Definition Television Proposals – Stakeholder Questionnaire

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Section 1

Introduction

- 1.1 The BBC has applied for permission to provide a single, linear, digital high definition television (HDTV) channel (“BBC HD channel”) on cable, satellite, Digital Terrestrial Television (DTT) and IPTV platforms and to provide non-linear, on-demand BBC HD channel content through the BBC iPlayer.
- 1.2 To inform its Market Impact Assessment (MIA) of the proposed BBC HD channel, Ofcom invites submissions about its effects on other stakeholders’ products and services. **Those effects might be existing or potential, positive or negative.**
- 1.3 Please refer to the MIA Terms of Reference for further details about the BBC’s proposal and the objectives and scope of this MIA:
<http://www.ofcom.org.uk/research/tv/bbcmias/hdtv>
- 1.4 This document contains a range of questions. They are designed to help you structure your response; Ofcom also welcomes other relevant information.
- 1.5 **It is very important that you substantiate your comments with available supporting evidence whenever possible** (e.g. consumer surveys, marketing studies, board papers, business plans, documents and studies referring to HDTV, evidence on the responsiveness of costs to changes in output).
- 1.6 Important notes:
 - 1.6.1 Where they are relevant to the Public Value Test (PVT) assessment of the market impact of the BBC’s proposal, Ofcom will share MIA responses with the BBC Trust and the Ofcom-BBC Trust Joint Steering Group. If you would prefer us not to share your MIA response, please indicate on the cover that it is for Ofcom only.
 - 1.6.2 Ofcom does not intend to publish MIA responses on its website. However, we may wish to refer to individual responses in our report of findings, which we are likely to publish later in 2007. We will treat all comments as non-confidential unless you state that all or a specified part of your response is confidential and should not be referred to in any published results of the MIA. Please place any confidential parts of your response in a separate annex and indicate why you consider they are confidential.
 - 1.6.3 Please send any comments on the Public Value Assessment (PVA) of the HDTV proposal (as opposed to the MIA) separately to the BBC Trust Unit.
- 1.7 The deadline for responses is 5pm on Tuesday 19 June 2007. Responses should be emailed to helen.keefe@ofcom.org.uk or mailed to:

Helen Keefe
Ofcom
Riverside House
2a Southwark Bridge Road
London SE1 9HA

- 1.8 If you have any questions about the MIA, contact Helen Keefe at the above email address in the first instance. If you have any questions about the BBC's proposed HDTV channel, email James Heath at the BBC at james.heath@bbc.co.uk.

Section 2

Questions

This section is designed to help you structure your response; Ofcom also welcomes other relevant information. **Please provide available supporting evidence whenever possible.**

A. Actual Impact on Existing or Planned Products and Services

Please use these questions to provide information about changes that have already been made to existing or planned products and services because of the proposed BBC HD channel. **Ofcom invites information about positive and negative changes.**

- A1. Please describe the existing or planned products and services that have been impacted directly by the proposal for a BBC HD channel.
- A2. How and why were the products and services described in Q.A1 affected by the proposed market entry of the BBC HD channel? How did that affect indirectly other areas of that business? What effect might the proposed BBC HD channel have in the future? Please explain what features have had the greatest effect.
- A3. If you have identified any negative effects in your response, what changes or safeguards to the proposed BBC HD channel could be introduced to address those?

B. Potential Impact on Existing Products and Services

Please use these questions to provide information about existing products and services that you consider might be impacted by the proposed BBC HD channel in the future. **Ofcom invites information about positive and negative effects.**

- B1. Please describe the products and services that might be impacted directly by the proposed BBC HD channel and the main points of the relevant business models, including any significant changes since launch.
- B2. How and why might the products and services described in Q.B1 be directly affected by the market entry of the proposed BBC HD channel? How and why might other areas of that business be indirectly affected? Please explain what features of the proposed BBC HD channel are likely to have the greatest impact and if the effects are likely to change over time.
- B3. What effect could the proposed timing of the launch of the BBC HD channel, as described in the service description¹ published by the BBC Trust, have on the products and services described in Q.B1 and on that overall business?
- B4. If you have identified any potential negative effects of the proposed BBC HD channel in your response, what changes or safeguards could be introduced to address those?

¹ “BBC high definition television channel Public Value Test, Joint BBC Trust/Ofcom description of service”, Issued May 2007. See Section 3. <http://www.bbc.co.uk/bbctrust/>

C. Potential Impact on Planned Expanded or New Products and Services

Please use these questions to provide information about planned expanded or new products and services that you consider might be impacted by the proposed BBC HD channel in the future. **Ofcom invites information about positive and negative effects.**

- C1. Please describe the planned products and services that might be impacted directly by the proposed BBC HD channel, what stage of development they are at and the main points of the business plans, if available.
- C2. How and why might the planned products and services described in Q.C1 be affected by the market entry of the proposed BBC HD channel? How and why might other areas of that business be indirectly affected? Please explain what features of the proposed BBC HD channel are likely to have the greatest impact and if the effects are likely to change over time.
- C3. What effect could the proposed timing of the launch of the BBC HD channel, as described in the service description published by the BBC Trust², have on the planned products and services described in Q.C1 and on that overall business?
- C4. If you have identified any potential negative effects of the proposed BBC HD channel in your response, what changes or safeguards could be introduced to address those?

² “BBC high definition television channel Public Value Test, Joint BBC Trust/Ofcom description of service”, Issued May 2007. See Section 3. <http://www.bbc.co.uk/bbctrust/>