Mr

#### Forename:

Russell

#### Surname:

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#### **Representing:**

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

#### Of com 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? :

In the short term copyright holders may allow more HD content onto DTT if DRM were present. However as the use of DRM will restrict who can view the content, and on what devices, this doesn't mean that more people will benefit from the content being available.

Only those who can afford to constantly upgrade to the latest version of DTT hardware will be able to view the content, and only on those newest devices.

#### 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. Those who want to copy the content will break the DRM system and copy it anyway. All it does is restrict those consumer who are playing by the rules from seeing DRM'd content on older DTT receiver, or on portable devices.

### 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? :

Any for of DRM harms the consumer's ability to view the content where and when they want. As those who want to pirate the material will do so anyway (as the DRM will be broken very quickly), any DRM will only hard those trying to play by the rules.

#### 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? .:

By imposing a new DRM system onto content it breaks all forms of interoperability. Any old device that doesn't support the new DRM will be excluded from viewing the content. Manufacturers will be able to charge huge premiums for simple upgrades because the consumer has no choice but to get it. Once again -- the honest consumer is hurt, and the pirates aren't affected.

# 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. It will have a huge affect, for various reasons I don't have time to go into. And once again, it only affects honest consumers, not the pirates who'll just work around the problem.

## 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? . :

Other broadcasters will no doubt want more DRM. ANd it will creep and creep. And the honest consumer will have to upgrade more and more, and pay more and more... all the time while pirates just break the DRM and do what they want.

## 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 plight of the honest consumer.