

**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.

Content providers will provide content regardless of whether this copy management is in place as the UK is a market too large to ignore. There are no other examples within the EU where this system is in place so it would not make it more attractive. It may make it less attractive as adding DRM to their programming may add cost and technical difficulties.

DRM has constantly failed to work as shown by Apple's decision to drop it from their on-line music store. It restricts choice and will ultimately cost the consumer more as they will be required to pay for expensive equipment that will comply with the DRM.

**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? :**

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

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

**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? :**

If consumers are going to use content illegitimate it will happen regardless of whether DRM is there or not.

**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, as manufactures will take the opportunity to charge a premium for such 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? :**

**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? . :**

**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 effects this would have on the consumers and the precedents set by other countries.