## Title:

Mr

#### Forename:

Scott

#### Surname:

McGurk

# **Representing:**

Self

# **Organisation (if applicable):**

Email:

scott.mcgurk@dscentral.co.uk

# 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? :

No - considering the many consumers, currently in the digital switchover, and those who already have HD freeview equipment would more than likely need their boxes upgraded /

replaced.

Personally, I have such a box, and am not about to pay to replace it because the BBC decided to move the goalposts.

In all fairness, the system would stop unauthorized copying I agree - however at the expense of those who have legal reason to move copies - perhaps to more than 1 household player - will not be permitted to do so, with the end result that the program will end up being torrented anyway.

I was always of the thought that the BBC licence fee covered the rights to the broadcast? If they plan to move HD to DRM, then I personally think they should consider shifting ALL of the channels to DRM - that way I wouldnt have to pay the licence fee for things I wouldnt watch.

# 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. For reasons stated above, I feel it will hinder more than help.

# 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 - perhaps a licenced download area (BBC website?) to download a copy to a portable player - perhaps with a link in to the tv licence.

Or use purely IP based streaming.

#### 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 - consider the many tens of thousands who have already bought  $\pounds 80+$  recievers.

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.

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? . :

Most probably not.

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?:

Yes - the BBC Iplayer set top box - there is no reason it cannot stream HD