

**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? :**

Yes and no - the companies that produce content are understandably very protective of their content and seek to protect their ongoing revenue streams. This means that they are less likely to allow their content to be made available without copy-protection. However, they are keen to sell their content and it remains to be seen whether they would turn down opportunities to sell the content.

**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? :**

**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?**

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1. People want to consume media on an increasing variety of hardware and software, e.g. Windows, Mac OS X, Linux PCs, iPhones, Wii, etc. Adding a DRM wrapper makes it harder for this to happen.
2. TV licences cover a household. DRM is likely to make it harder for multiple people to view the content on multiple devices concurrently.

**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?:**