

Title:

Mr

Forename:

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Representing:

Self

Organisation (if applicable):

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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

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.

HD will soon be the standard for broadcast in the way that Colour, Nicam and Freeview have been in the past.

As in the past, broadcasters and content creators will adopt HD regardless. They cannot afford not to.

In my view, the worse case scenario is that domestic channels will be forced to produce more of their own material in order to meet their license obligations. This cannot be a bad thing for the industry.

Copy management is an expensive technology which alienates consumers - and is only effective until circumvented. Sky would be a good example of this cat and mouse game.

Finally, slightly left-field, but adding copy management hardware increases the processing power needed to view content. This increases the power requirement of the decoder, which in turn increases its CO2 footprint. Just 1w per decoder is significant when audiences number in the millions. Good design would reduce this, but not as much as not having it there in the first place.

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? :

I do not believe that there is such a thing as an effective content management system.

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

No. For two reasons : EPG data will be freely published in other formats (i.e. Radio Times, on the BBC website, etc); encrypting this will be contrary to the BBC's mandate of availability to license holders.

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

None of the multiplexes should be granted this amendment.

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? :

The BBC's approach does not safeguard the consumer's legitimate use of HD content, it restricts it.

Additional guarantees : i) BBC to accept responsibility for policing its consumers; ii) BBC is held legally accountable for any illegal use of HD content by its consumers.

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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Unable to comment on the relative costs of the various options, other than to point out that this proposal is a cost to the consumer, with no benefit to the consumer.

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? :

Agree. The market is new and able to accept this kind of change.

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? . :

Unable to comment.

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?:

1. Availability - how will copy management be implemented on current HD viewing or recording devices
2. Specifically remove or declare any content retention restrictions (i.e. can only be watched 1 week after broadcast; can only be watched 3 times)
3. Compensation - what compensation will be provided for consumers who are unable to legitimately record or watch BBC HD broadcasts should the proposal be accepted
4. Quality control - what measurable guarantees are there that stakeholders will continue to provide a quality service (in both content & delivery of content) if this proposal is accepted.
5. Quantification of the term "broaden the range". i.e. how much of the HD broadcast market in the EU is currently inaccessible to HD providers who are not content managed?