

## **Consultation response form**

## Your response

Question	Your response
Question 1: Do you agree with the proposed scope of the review of BBC regulation as set out in this document? If not, please explain the areas where you think changes should be made.	Confidential? N No view
Question 2: Do you agree with the proposed approach to reviewing the BBC Operating Licence? If not, please explain why.	Confidential? – N No view
Question 3: Do you have any views on how to measure the BBC's performance?	Confidential? — N Yes. I don't believe that the BBC's innovation performance for the iPlayer is at the level it should be, nor is it adequately monitored and senior management held to account. See below.
Question 4: Do you agree with our proposed scope of the review in relation to content standards? If not, please explain why.	Confidential? – N No view
Question 5: Do you agree with the issues we have identified with the processes for assessing the competitive impact of changes to the BBC's UK Public Services? If you consider there should be changes to these processes, please set out what these are and, if possible, provide any relevant evidence.	Confidential? – N No view.
Question 6: Do you have any concerns about the regulatory framework for the BBC's commercial activities that are not being considered in the review of BBC Studios?	Confidential? – N No view

The iPlayer is, by the BBC's own admission, its future. The streaming video field is fast-moving and filled with very well funded competitors: Netflix, Amazon Prime Video and newer rivals Disney+ and Apple TV+. Instead of learning from these competitors, who have much better funded UI/UX departments, what is and is not important, the BBC complain that the issue is lack of funding rather than mismanagement of opportunities presented to them.

Section 15 of the Charter states that "The BBC must promote technical innovation". Specifically the BBC must

- "(a) focus on technological innovation to support the delivery of the UK Public Services, non-service activities and the World Service;
- (b) seek to work in partnership with other organisations"

I am a lone inventor and I was relying on the BBC as a national champion of technology in the field to at the very pit least my technology against any of their proposed solutions. The technology was recommended to the iPlayer team as a great fit for the iPlayer, years ago by Sony.

Visual seeking (fast-forwarding with the picture displayed on the screen) was a feature of VCRs in the early 1980s, when spooling at high speed through magnetic tape was both technically difficult and expensive, rather than something that today could be done in software. The BBC didn't regard this as necessary on Smart TVs until February 2019, even though none of their US competitors would dream of it not being an available feature. The BBC blog announcing the change:-https://www.bbc.co.uk/blogs/internet/entries/ab512d3d-6a4c-439b-bc34-fdce09afe2b8
Subsequent back to back testing using the BBC's chosen content example, Strictly Come Dancing, shows my technology was faster, more accurate and easier to use. Results shown below.

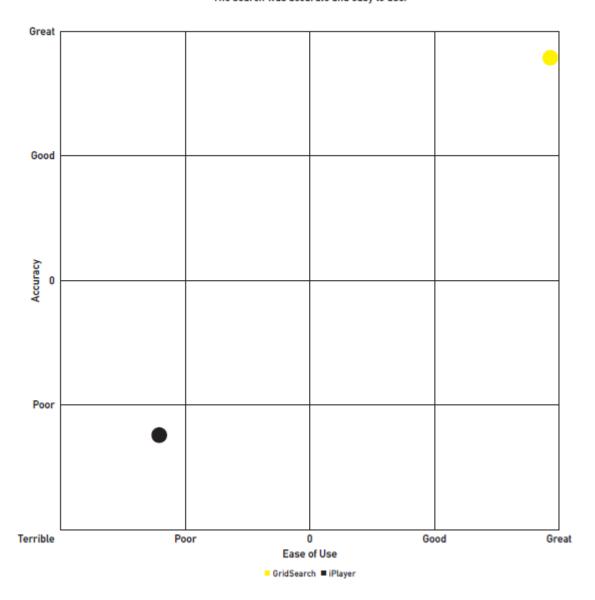
I had been to see the iPlayer team years prior to that and was told that if they were going to do anything other than copy the US competition they would look at designing it themselves rather than partnering with a third party. If their results weren't so poor it still wouldn't be acceptable.

1.5x	Have you used iPlayer's searching before?		How much faster do you think it was than th	ie other
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What words would you use to describe using GridSearch?	What words would you use to describe using iPlayer?
Quick, precise, easy-to-use	Frustrating, slow, annoying
Intuitive, Smooth, Integrated	Clumsy, Intrusive, Frustrating
Simple, straight forward, easy	Time consuming, tricky, annoying
Easy to pinpoint desired moment	Frustrating to locate desired moment
No comments	No comments
It is much easier to use, but the only problem is that the video's quality is much lower than usual for the first couple of seconds.	The jumps in speed were a bit too (????illegible) to keep track of.
Much easier to use. Doesn't take too long to learn! ACCURATE!	Inaccurate, difficult to pinpoint object looked for. FRUSTRATING!!
Simple, fast, easy, intuitive	Frustrating, slow, disappointing
Amazing, easy, simple	ОК
Simple, Accurate, Quick! Something I would expect of a search function today	Frustrating, Jumpy, Inaccurate behind the times
Simple Easy Faster	Slow
Easy precise	Too slow annoying, too fast difficult
Very easy and simple	Clunky and difficult
Took me to exactly where I wanted to be. Easy to use without much instruction for what I was concerned would be "new".	Very frustrating. Not intuitive. More likely to sit through stuff I don't want to watch than risk overshooting,
Easy to see images, easy to navigate.	Painful to use, very clunky and wouldn't bother using as far too frustrating.
Simple. Easy	Frustrating
Easy	Frustrating
Intuitive to use.	Took many attempts to find what was required.
Fast, intuitive, easy to use. Better UI experience	Awkward, difficult to use, mentally taxing.
Extremely easy and efficient	Clumsy, takes luck and a quick finger
Very Straightforward.	Frustrating. Speed either too fast or painfully slow.
Amazing	Fun
A lot easier to use	Annoying
Great and simple to use	Hopeless
Easy, fast	Frustrating, slow, clunky
It's a different way of searching, but once I understood that (10 seconds) I found it intuitive and fast.	Either too slow or too fast leading massive overshoots and correc- tions - I won't be searching this way in future - frustrating
Quick, intuitive.	Clunky when trying to search or forward. I basically don't bother as it takes too long.
easy quick	tedious annoying too long
Very precise + you can find the exact scene you want	Slow and ineffective

## Accuracy / Ease of Use - GridSearch v iPlayer

The search was accurate and easy to use.



The BBC's performance should not be as poor as it is. The "underfunded" claim may be true but it is also not an excuse to humour the "not invented here" attitude that I have encountered.

I can furnish further details on request.