

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.

Have you used iPlayer's searching before?

Yes	22
No	7

iPlayer was easy to use

Strongly Disagree	14
Disagree	10
Neither agree or disagree	3
Agree	2
Strongly Agree	0

iPlayer took me to exactly to where I wanted in the video

Strongly Disagree	15
Disagree	10
Neither agree or disagree	0
Agree	3
Strongly Agree	1

Have you used GridSearch's searching before?

Yes	1
No	28

GridSearch was easy to use

Strongly Disagree	0
Disagree	0
Neither agree or disagree	0
Agree	6
Strongly Agree	23

GridSearch took me to exactly to where I wanted in the video

Strongly Disagree	0
Disagree	0
Neither agree or disagree	0
Agree	2
Strongly Agree	27

Which method was quicker?

iPlayer	0
GridSearch	29
Neither (both the same)	0

How much faster do you think it was than the other?

1.5x	0
2x	1
3x	3
4x	6
5x	6
6x	2
>6x	10

How frequently do you currently use content navigation when watching videos?

I never navigate in videos	1
I rarely navigate in videos	5
I sometimes navigate in videos	13
I often navigate in videos	9
I always navigate in videos	1

Would you use content navigation more if the tool was better?

Yes	29
No	0

Poor navigation can spoil my enjoyment of videos?

Strongly Disagree	0
Disagree	0
Neither agree or disagree	4
Agree	13
Strongly Agree	12

Sex

Male	14
Female	15

Age

Under 20	11
20-35	2
36-50	14
51-65	1
over 65	1

What words would you use to describe using GridSearch?

Quick, precise, easy-to-use

Intuitive, Smooth, Integrated

Simple, straight forward, easy

Easy to pinpoint desired moment

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.

Much easier to use. Doesn't take too long to learn! ACCURATE!

Simple, fast, easy, intuitive

Amazing, easy, simple

Simple, Accurate, Quick! Something I would expect of a search function today

Simple Easy Faster

Easy precise

Very easy and simple

Took me to exactly where I wanted to be. Easy to use without much instruction for what I was concerned would be "new".

Easy to see images, easy to navigate.

Simple. Easy

Easy

Intuitive to use.

Fast, intuitive, easy to use. Better UI experience

Extremely easy and efficient

Very Straightforward.

Amazing

A lot easier to use

Great and simple to use

Easy, fast

It's a different way of searching, but once I understood that (10 seconds) I found it intuitive and fast.

Quick, intuitive.

easy quick

Very precise + you can find the exact scene you want

What words would you use to describe using iPlayer?

Frustrating, slow, annoying

Clumsy, Intrusive, Frustrating

Time consuming, tricky, annoying

Frustrating to locate desired moment

No comments

The jumps in speed were a bit too (????illegible) to keep track of.

Inaccurate, difficult to pinpoint object looked for. FRUSTRATING!!

Frustrating, slow, disappointing

OK

Frustrating, Jumpy, Inaccurate behind the times

Slow

Too slow annoying, too fast difficult

Clunky and difficult

Very frustrating. Not intuitive. More likely to sit through stuff I don't want to watch than risk overshooting,

Painful to use, very clunky and wouldn't bother using as far too frustrating.

Frustrating

Frustrating

Took many attempts to find what was required.

Awkward, difficult to use, mentally taxing.

Clumsy, takes luck and a quick finger

Frustrating. Speed either too fast or painfully slow.

Fun

Annoying

Hopeless

Frustrating, slow, clunky

Either too slow or too fast leading massive overshoots and corrections - I won't be searching this way in future - frustrating

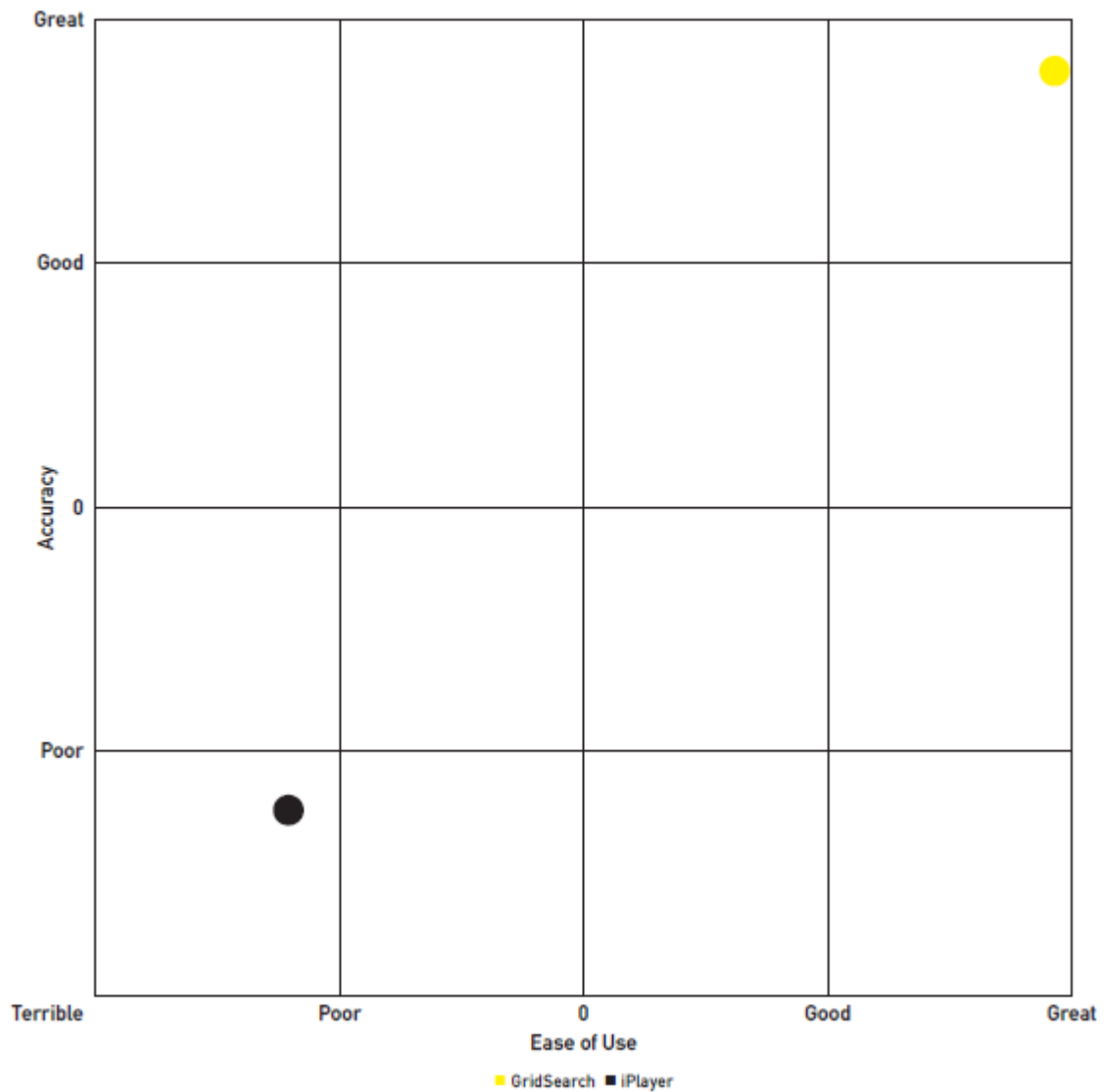
Clunky when trying to search or forward. I basically don't bother as it takes too long.

tedious annoying too long

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.