

Title:

Mr

Forename:

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Horn

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, for two reasons.

Firstly, the BBC owns much of its own content and as a license fee payer, I expect the same level of access to it that I currently have with Freeview - ie, the ability to record the programme to any device of my choosing for personal use.

Secondly, as a platform for broadcasting HD content, the benefits of choosing to broadcast external content on it far outweigh any possible disadvantages caused by people not buying the DVD afterwards or illegal online distribution.

Look at the music industry - when the content became DRM-free, sales sky-rocketed.

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. Possible alternatives include allowing the copying of the content but at standard definition resolution, or applying a subtle watermark to the content.

Provided the DVD is up to scratch with good quality and appreciable and valuable extra content, people will still buy it.

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

No comment.

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

No comment.

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, it allows a large organisation to effectively control the distribution of hardware in the UK - everyone is already going to be forced to buy new receivers, I do not feel that we should buy the ones dictated by the BBC.

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. With an initial tiny selection of approved devices, an effective monopoly will take place.

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 comment.

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? . :

No 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?:

Piracy will always take place regardless of the attempted copy protections. It should now be obvious, hopefully, that fruitlessly attempting to stop this simply has a negative impact on the end consumer.