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**Steve Gutteridge**

**From:** James Jackson  
**Sent:** 30 April 2010 18:44  
**To:** 'David Mark Harrison'  
**Subject:** RE: Freeview HD Content Management: Ofcom questions to BBC  
**Attachments:** 20100430 Response to Ofcom request for further information.pdf

David,

Please find attached the BBC's response to the questions raised by your email of 19 April 2010.

I would be very happy to clarify any questions which may arise or assist Ofcom further with this consultation.

Kindest regards,

James

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**James Jackson**  
Head of Broadcast Infrastructure  
BBC Distribution

Room 4115 | White City | 201 Wood Lane | London | W12 7TS

Office No: [REDACTED] Mobile: [REDACTED]  
[REDACTED]

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**From:** David Mark Harrison [REDACTED]  
**Sent:** 19 April 2010 15:16  
**To:** James Jackson  
**Cc:** Richard Moore  
**Subject:** RE: Freeview HD Content Management: Public version of BBC submission

James,

Thank you for your response to Ofcom consultation on the use of Content Management on the HD Freeview platform.

You stated in your response that:

*"1.2 The BBC accepts that it would be helpful to Ofcom to have access to the details of the content which the BBC (and other broadcasters) may be unable to broadcast on the Freeview HD platform in the absence of content management. For its part, the BBC is therefore prepared to supply to Ofcom details of the content which has been supplied to the BBC under broadcast rights agreements which would preclude the broadcast of this content in a HD format on any distribution platform which does not implement content management."*

It is important that we review all the available evidence before coming to a decision on this matter. We therefore request that you provide details of the content that the BBC would not be able to show in HD on DTT without content management in place.

As part of our analysis we are also reviewing the use of copy management on other digital platforms. Our research indicates the BBC currently applies "managed copy" (i.e. copy once) to all content shown via the BBC/ITV freesat platform. Please can

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Freeview HD Content Management: Public version of BBC submission

you confirm that this is the case and whether the BBC has any plans to change this going forward.

To ensure we can take this information into account in coming to our decision, please provide your response by 30 April.

Best Regards,

David

**From:** James Jackson [REDACTED]  
**Sent:** 08 April 2010 18:37  
**To:** David Mark Harrison  
**Subject:** Freeview HD Content Management: Public version of BBC submission

David,

Please find attached the public version of the BBC's submission in response to Ofcom's Freeview HD content management consultation.

<<BBC response to Ofcom content management on the HD Freeview platform consultation Final PUBLIC.doc>>  
Please note this includes one tiny correction to the BBC's confidential submission, specifically to paragraph 2.7.2 where the word "small" has been inserted into the first sentence:

In contrast with the relatively small numbers . . .

Kind regards,

James

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James Jackson  
Head of Broadcast Infrastructure  
BBC Distribution

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[REDACTED]

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