Digital Britain — London Unconference — Broadband work stream
The work stream focused on the Digital Britain Interim Report's recommendations concerning th
- We all felt that the report was not sufficiently "Visionary"
- We believe that the market is in a state of flux and that this is being driven by the D
  - We believe that the Digital Britain Interim Report does little to address this revo
  - The report does little to identify how new players can be encouraged to grow and ge
- A large part of this change is attributable to the web 2.0 / User Generated Content (UG
  - UGC / Digital Technology allows individuals and small groups generate quality and i
    - The production of low budget films was cited as an example of how digital techn
    - The proliferation of Blogs and real time "news" via twitter, facebook et al is
    - Concerns were expressed at the potential damage to quality, particularly the po
      - There is some evidence to suggest this is already happening
      - Local news papers are in near terminal decline
      - Local radio and TV news content is also suffering
    - There are some green shoots of new activity in ultra-local radio (community rad
  - Change is also occurring in the content creation value chain, the 2012 Olympics was
- Commercially advertising revenue is "haemorrhaging" over to on-line while the pot of ad
- Equally, users are spending more time on line and less on "lean back" broadcast
  - NB: Annex 1 to the report claims TV viewing hours are static, but does acknowledge
  - Annex 1 acknowledges the major impact on Radio and Newspaper consumption

- In a many areas the Digital Britain Interim Report has valuable detail and accurately d
  - The problems are in the conclusions which fail to address the "new" and focus on sa
  - The report actually says ".... This is placing pressures on professional content, w
    - I suppose this is our opportunity to influence that so far unwritten section of
- Section 3.3. discusses content creation — but barring one or two sentences that mention
  - One danger of focusing on bolstering the BBC and other Public Service Broadcasters
- The report in section 3,2 discuses IPR but fails to address the IPR of new content gene
  - While their views are valid, the report needs to be balanced with the rights of cre
  - Further, it is unclear if the current structure of IP protection is appropriate or
    - Pursuing small individuals and burdening low margin ISPs with the job of polici
- The report has a touching faith in the future of DAB (Digital Radio) which has yet to b
  - After making such observations — the report then goes on to recommend we blindly co
  - And otherwise it punts the issue into the long grass of "We will commission an inde
Conclusions
- We ask that the report looks further than the narrow confines of the existing "legacy p
- We know the business models and value chains are evolving and ask are the existing play
- We concluded that the final report needs to be more visionary and evaluate "What do we
  - Should part of the public service remit be to incubate new digital content and/or b
  - Should organisation such as the BBC be providing infrastructure for community radio
  - The privileges given to the PSB sector must not be allowed to out compete the new d
- We ask the question "How does the report help the existing broadcasters prepare for the
  - It may be an unanswerable question to ask what their future business models need to
- We draw comfort from some developments, as ever the vast majority of the public will ut
  - We see evidence that responsible brand owners wish to respect IPR and Privacy
    - It is Sine qua non that a trusted brand must be seen to respect things like pr
    - Indeed, the change that is needed is a way to make the content that users want
  - Just as business models and value chains are changed by digital technology — so are