

**The Foundation for Science and Technology
The Digital Britain Report**

Speaking Notes for a debate on 14th October, 2009

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The BBC Welcomes Digital Britain

- Apart from the proposal to top-slice the BBC's licence fee.
- Ubiquitous Broadband is becoming a reality
- Broadband services have enormous potential to deliver value
 - Public value to UK audiences
 - Commercial value to UK plc

May not go far enough for 2012

- Internet advertising has already overtaken TV advertising
- 45% of bbc.co.uk audience is global
- For some programmes, around 1 in 6 of the audience watch on iPlayer, not TV
- In Korea broadband conversations are about 1Gbps, not 2Mbps

Major issues on the horizon

- Unprecedented levels of traffic to the BBC's sites in 2012
- Uncertain business models for ISPs
- Net neutrality is under strain
- A third of consumers do not use any broadband and aren't interested

BBC's greatest role in making fantastic content and services available

- BBC has a proud record in online content and continues to invest
- We have driven innovation in a number of areas, for example iPlayer
- Our plans for Canvas (subject to Trust approval) will help bring IPTV to the mass market

Partnership will be key to the BBC's future role

- Canvas is based on partnership with key telecoms and content companies
- We are in talks with Channel 4 about commercial opportunities
- We are ready to share BBC's news infrastructure for regional news
 - In July we began sharing some online video news content
- We chair the Pan-industry Radio Council which aims to define an online radio player that streams all live UK radio into one place.