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Welcome to The BSG, the monthly update of BSG activity and news from the Broadband Stakeholder Group. We are keen to provide BSG members with news and information relevant to them. If you have any comments about this edition, likes and dislikes, what you would like to see more or less of, please send them to Peter Shearman, T 020 7331 2163 E peter.shearman@intellectuk.org

BSG news

Digital Britain continues apace

A month after publication of the [Digital Britain Interim Report](#), work continues apace on the many issues and actions set out in the report in order to meet the ambitious timescales. The BSG will be providing input to the debates, including on the development of the universal service commitment for broadband, the work of the NGA Strategy Group, and the aspects of the report addressing broadband adoption. BSG Chairman Kip Meek has also been asked to assist with the resolution of the issues surrounding spectrum.

The BSG will be submitting its own response to the Digital Britain Interim Report to government in due course. To further inform the response, we are still interested in hearing the views of the wider community - you can provide these either on our [blog](#) or by [email](#). You can also post comments directly to the Digital Britain team through their discussion site - www.digitalbritainforum.org.uk.

[Download the BSG Newsletter - Digital Britain issue](#)

BSG review of the Audiovisual Content Information Good Practice Principles

Last year the BSG facilitated the creation and publication of the [Audiovisual Content Information Good Practice Principles](#). The principles committed signatories to providing clear, consistent information about audiovisual content, in order to ensure that consumers are able to make informed choices about commercially provided content. The BSG is now undertaking a review, one year following the launch, to give an update on how the principles have worked in practice.

This review comes at a timely moment, as media literacy and consumer empowerment are once more on the agenda. In particular, the BSG will be a representative on the industry standards working group, as part of the [UK Council for Child Internet Safety](#) (UKCCIS), set up following the [Byron Review](#) and has also been invited by Ofcom to join the working group developing a new National Media Literacy Plan.

[Audiovisual Content Information Good Practice Principles](#)

Fibre rating workshop

As part of the [government's response to the Caio Review](#), the Digital Britain report committed the government to raising awareness and promoting the understanding of the principles of the rating of fibre amongst stakeholders. In order to achieve this, the BSG will host a BERR workshop on the application of the rating of fibre, with guest speakers from the [Valuation Office Agency](#).

For further information [please see below](#).

[Download the Caio Review](#)

Industry news

Where next for on-demand?

Kangaroo, the ITV, S4C and BBC Worldwide video on demand joint venture, was rejected by the Competition Commission earlier this month. This decision again serves to highlight the difficulty of public and regulatory policymaking in such a fast-moving environment. The environment facing the parties to Kangaroo now is very different from when the proposal was first put forward. It also shows the challenges facing organisations in a globalised market place: news of Kangaroo's demise is perhaps welcome to the US-based Hulu VoD service, which may have its own plans to enter the UK market.

While debate continues about the merits of the decision, there is little doubt that these players will continue to explore alternative routes for delivery of their archive content to consumers. The debate may now turn its focus on Project Canvas, the BBC-led project to develop standards for a next-generation set-top box, which the BBC Trust has begun to review.

[BSG commercial issues workstream](#)

Facebook privacy row

Facebook has come under pressure this month due to changes introduced to its terms and conditions regarding personal data. Although the changes were reversed, the incident is not the first time that Facebook has faced challenges over the way it makes use of users' data. They are not alone, however; more and more organisations are struggling to walk the tightrope between acceptable use and unacceptable levels of exploitation or commercialisation.

There is an increasing focus on privacy issues such developments provoke, such as the establishment of a commission on privacy by the Liberal Democrat party and the inclusion of the use of personal data within the Digital Britain report. This is a crucial issue to get right - concerns over privacy can seriously impact consumer trust in online services. If we are to continue to grow the digital economy and increase inclusion in Digital Britain, ensuring consumer trust and confidence in online services will be vital.

[BSG blog - Creating the digital citizen of the future? Knowledge and confidence is key](#)

Fibre to the home in the Netherlands

In the Netherlands incumbent KPN continue to take a novel approach to network build. Following the success of various independent fibre to the home initiatives, KPN last year entered a joint venture with Reggefiber, who were responsible for building out many of the networks. This joint venture owns the existing fibre assets of Reggefiber and KPN, with further rollout planned. This now appears to include the construction of the Amsterdam city-wide network, a public-sector-led project.

The KPN approach of taking stakes in existing networks is an interesting model, but perhaps highlights most of all the importance of standards for local access networks. KPN have been able to do this as Reggefiber alone were responsible for network construction; if multiple players had each individually built out a network to their own standards, the process of aggregation may not have been so appealing. Similarly, wholesale service provision may be unattractive without standards across different networks. The issue of standardisation was raised last year by the BSG, and then by the Caio Review; work is currently ongoing to ensure local NGA networks in the UK have an agreed set of standards to work to.

[Download the BSG report: Models for efficient and effective public sector intervention](#)

Broadband Statistics

Almost 30% of UK households have no Internet access

An important strand of Digital Britain is attempting to address the lack of broadband adoption amongst those homes that are not yet connected - so why aren't these homes connected? This is a question with many answers. According to research by Point Topic, 74% of non-Internet homes are unlikely to get access in the near future; of these, 40% of these homes see no need to be online, 35% don't have a PC, and 10% consider it too expensive or too confusing. Addressing these various barriers to adoption is the challenge facing the Digital Britain team.

[Broadband Statistics provided by Point Topic](#)

Virgin Media achieve 500m on-demand views

Virgin Media achieved over 516m on-demand programme views in 2008, a 60% increase on 2007, with 56m views in December alone. Within this, almost 100m iPlayer programmes were viewed since May, over a third of iPlayer's 271m views in 2008.
[BSG seminar with SamKnows](#)

UK 6th in new Connectivity Scorecard

The UK has been ranked sixth out of 25 countries, behind only the Scandinavian countries, the Netherlands and (perhaps surprisingly) the US, in a new Connectivity Scorecard. The scorecard is of particular interest as it combines a range of metrics to generate the ranking, covering government, business and consumer markets in terms of both infrastructure and usage to develop a ranking for 'useful' connectivity.
[BSG blog - Connectivity Scorecard 2009](#)

Diary dates

BSG Seminar with SamKnows: Broadband performance in the UK today - 05 March 2009

A seminar that will examine the methodology and implications of Ofcom's 'UK Broadband Speeds 2008' report, and the next steps for the SamKnows team.
[More information and booking](#)

CBN NextGen Roadshows - 18, 24, 31 March, 22 April 2009

Building on the NextGen 08 Conference last year, CBN will be staging a series of seminars across the UK.
[More information and booking](#)

BERR Rating Workshop - 20 April 2009

As part of the government's response to the Caio Review, the BSG will host a BERR workshop where the Valuation Office Agency will discuss the application of business rates to fibre.
[More information and booking](#)

About the Broadband Stakeholder Group (BSG)
The BSG is the UK Government's advisory group on broadband.

It provides a neutral forum for organisations across the converging broadband value-chain to tackle key policy, regulatory and commercial issues, with the aim of helping to create a strong and competitive UK knowledge economy.

The BSG network comprises telecoms operators, manufacturers, investors, aggregators, ISPs, broadcasters, mobile players, content producers and rights holders, as well as Ofcom, BERR, DCMS, RDAs, devolved administrations and others.

For more information, visit www.broadbanduk.org