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Kennedy Humphries  
Public Service Broadcasting  
Policy Branch  
Department for Culture, Media & Sport  
2-4 Cockspur Street  
London  
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21st July 2002

Dear Sir,

We should like to register our comments on the BBC's proposals to provide free online content/digital curriculum to schools.

We are a small software company/future online provider providing teachers with behaviour materials/resources for their pupils.

As two individuals, we have used our lifelong, personal savings to invest and build our own company. All this could now be put at risk if the BBC simply provides material for free to schools.

It would be ironic if, after years of paying a licence fee to the BBC, those same licence fee funds are then used to undermine our company and put us out of business.

The sadness is also that the BBC could monopolise the new online market whilst it's still in its infancy and kill off new original ideas and content such as our own, before it has had time to grow & develop. Small/micro companies such as ours will not take risks and invest in the new market if they feel that their products are to be undermined by the BBC providing it all for free.

We whole-heartedly support the points raised by the digital alliance and hope that fairness and common sense can prevail.

Yours faithfully,



for: David Allaway

Jason Davenport

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**Behaviour**

*Promoting Good Discipline & Better Behaviour*

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