

The BBC proposal overall is a very sound one, and one would hope it could encourage the use of multimedia in teaching and learning to an extent that the commercial sector would see reward as demand increased. Furthermore the reach of the BBC to the general public to send out a message about Curriculum Online is a very powerful one. However some issues did stand out, such as:

Of the £150M ear-marked to 2006 / 07 yet only £90M would go on content. I think that should be higher, £60M for a VLE and management / overheads seems very high.

Of that £90M ear-marked for content £22.5M is attributed to Maths, English and Science. I believe that Maths and English products are saturated and adequately provided for in / by the Commercial Market and that the BBC should NOT invest in this area as a result, but divert it to the other curriculum and 'minority' areas, particularly vocational areas, where quality content development is most required.

The BBC mention a Resource 'Backbone' that would consist of "highly innovative and distinctive materials" - this requires clarification and much more qualitative detail.

Rights ownership - to suggest that IPR would be held entirely by the BBC makes common sense, so long as teachers, students and staff involved in non-profit educational organisations could freely access and mix 'n' match BBC developed content for their own classroom delivery - in my opinion this is one of the advantages of the BBC proposal, it will ease a lot of 'education-sector' minds about the legal use and re-use of multi-media and hence encourage its use and development. However to suggest that IPR should be shared and matched with the input from commercial providers will cloud the subject and cause confusion and possible litigation further down the line. I think that the part mentioned on Branding would provide comfort to commercial players so long as they received any 'non-UK' revenue streams and were paid market rates in the commissioning of the product in the first place.

The BBC should not be allowed to establish revenue streams in the UK on anything directly associated with the content being developed, such as 'user manuals'.

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