

Chapter 9

Delivering Digital Britain

"A goal without a plan is just a wish."

Antoine de Saint-Exupery

The Digital Britain Project

1. Digital Britain started in October 2008 and we published our Interim Report on 29 January setting out the framework of our ambition and 22 immediate Actions to take forward.
2. This Report represents the culmination of a significant process of stakeholder engagement, discussion and debate that has taken place since the Interim Report. Since 29 January we have had:
 - more than 250 written responses;
 - a Digital Britain Summit with over 250 attendees;
 - events in Scotland, Wales and Northern Ireland;
 - a series of roundtable events at Nesta on key policy issues;
 - a Digital Britain Online Forum which has received nearly 20,000 page views;
 - a Digital Britain Twitter Account;
 - more than 500 bilateral Ministerial and team meetings with stakeholders; and
 - a series of Digital Britain Unconferences, the output of which we are publishing today alongside this report.

The Final Report

3. The Report published today represents both the culmination of that process and the first step in delivering the Digital Britain agenda over the coming months.



4. Alongside this document today, we are publishing a number of key additional pieces:
- Consultation on a proposal to legislate to give Ofcom a duty to take steps to reduce copyright infringement.
 - Community radio consultation seeking views on changes to the current licensing regime.
 - Analysys Mason Report on drivers of/barriers to creative ambition in Digital Media in the UK.
 - Digital Britain: Attitudes towards Internet content among adults (BMRB for DCMS, March 2009).
 - Government response to the Video Games Classification consultation.
 - Details of the role of Champion for Digital Inclusion and the remit for the Expert Taskforce.
 - Estelle Morris’s Independent Review of ICT User Skills.
 - Digital Britain Unconference outputs and other online feedback on the report (e.g. Write to Reply, Twitter, the Fake Wiki report and our own discussion forum).
 - Digital Britain Summit Children’s Panel output.
 - Summary of responses to Digital Britain.

In addition, there are two documents related to Digital Britain being published by third parties today:

- The OFT’s Review of the Local and Regional Media Merger Regime.
- Copyright in a digital world: What role for a Digital Rights Agency?, published by IPO.

Areas for Legislative Change

5. This document identifies a number of areas for legislative change. Broadly, these areas are:
- **Intellectual Property protection:** introducing measures on copyright licensing to tackle illegal file sharing aimed at deterring online copyright infringement.
 - **Radio:** changing the radio licensing regime to enable digital coverage to be extended and encourage investment by the commercial sector, alongside the BBC, in new digital content.
 - **Broadband Universal Service Commitment:** making changes to ensure that the UK has a first class digital infrastructure, in particular in relation to the Government’s stated ambition for universally available broadband in the UK.



- **Public Service Content:** creating the environment for continued investment in, and creation of, high quality and innovative content, including necessary changes in the framework, remits and governance to reflect changes in the broadcasting environment caused by the shift to digital.
 - **Video games classification:** changing to the Video Recordings Act on how video games should be classified in the UK.
6. A Bill to give effect to these areas will be introduced as soon as Parliamentary time allows. A dedicated team – jointly staffed by BIS and DCMS – has been set up to undertake the necessary preparation.

Timetable for further action

7. This Report has identified a number of outcomes, proposals and recommendations that will require further action, engagement or formal consultation. The table below sets out the major areas for further activity and their timing:

Chapter	Action	To be completed	Responsibility
2	The Government will look to Ofcom to formalise the Consortium of Stakeholders to drive a new National Plan for Digital Participation.	As soon as practicable	Ofcom/BIS
2	The Government will ask the Consumer Expert Group to consult and report on the specific issues confronting people with disabilities' use of the Internet in Digital Britain.	By the Autumn	Consumer Expert Group/BIS
2	The Government will write to the Channel 4 Board asking it how it can further contribute to driving Digital Participation.	Response expected by end of July	DCMS/ Channel 4
3a	In order to ensure the delivery of the Universal Service Commitment, we will establish a delivery body – the Network Design and Procurement Group – at arm's length from central Government.	By the end of July	BIS
3a	The Caio Report recommended relaxation of regulations on the installation of overhead lines to lower deployment costs. The Government proposes to launch a consultation, by Summer 2009, on the impact of any amendment to the Code governing this.	By the end of July	BIS
3a	The Government intends to consult on the proposal for a general supplement on all fixed copper lines for a Next Generation Fund.	By early Sept	BIS
3a	The Government will have an independently produced guiding technical arbitration on the timing and cost of 900 refarming (and other related issues), paid for by an industry fund.	By end of Sept	BIS/ Independent Spectrum Broker
3b	The Government will work with manufacturers so that vehicles sold with a radio are digitally enabled by the end of 2013.	Ongoing	BIS
3b	On Digital Radio, the Government has asked Ofcom to consult on a new map of mini-regions.	For Ofcom	DCMS/Ofcom
3b	Alongside the Digital Britain Final Report the Government is publishing a community radio consultation seeking views on changes to the current licensing regime.	By end of Aug	DCMS/Ofcom
4	Alongside the Digital Britain Final Report, the Government is consulting on a proposal to legislate to give Ofcom a duty to take steps to reduce copyright infringement.	By end of Aug	BIS/Ofcom



Chapter	Action	To be completed	Responsibility
4	The Intellectual Property Office is considering the scope to amend the copyright exceptions regime in areas such as distance learning and the preservation of archive material and intends to announce a consultation on these later this year.	Consultation to begin in 2009	IPO
4	The Government launched its copyright strategy at the end of December 2008.	Ongoing	IPO
4	The Government intends to consult on legislative reform in respect of orphan works.	Mid Sept	IPO
4	The Technology Strategy Board will lead and coordinate the necessary investment for Next Generation Digital Test Beds and has allocated an initial budget for £10m for this purpose.	Ongoing	BIS/Technology Strategy Board
5	The Government will consult openly on the option of a Contained Contestable Element of the Television Licence Fee, carrying forward the current ring-fenced element for the Digital Switchover Help Scheme and Marketing (c.3.5% of the Licence Fee) after 2013.	By early Sept	DCMS
5	We will take the views of the Channel 4 Board on the draft updated statutory remit for C4 Corporation as set out in this Report.	Response expected by end of July	DCMS/ Channel 4
5	The OFT will amend its guidance to ensure that in cases relating to local and regional newspaper mergers raising prima facie competition issues the OFT will ask Ofcom to provide them with a Local Media Assessment.	By the end of the Summer	OFT
5	The Government is inviting the Audit Commission to undertake an inquiry into the practice of local authorities taking paid advertising to support information sheets.	By the end of the Summer	Audit Commission
5	Commercial public service broadcasting liberalisation, including regional news, analogue licences and advertising minutage	Ongoing	Ofcom
6	The Technology Strategy Board has assigned an initial budget of £30 million to advance Digital Britain related innovation.	Ongoing	BIS/ Technology Strategy Board
7	The Government will carry out a major test in late 2009 of our ability to manage and recover from a major loss of network capacity.	Late 2009	BIS/ Cabinet Office
7	The Information Commissioner's Office plans to consult later this year on a new code of practice in relation to "Personal Information Online".	By end 2009	ICO
7	The Government will consult on the penalties that Ofcom is able to impose for contraventions of the Communications Act 2003 and, in particular, the level of the fine it can impose in relation to persistent misuse cases.	By end of Aug	BIS/DCMS
8	Led by the Contact Council, chaired by the Cabinet Office, Government will take forward proposals for developing a Digital Switchover of Public Services Programme starting in 2012.	Ongoing	Cabinet Office
8	We propose that DCMS, BIS and Ofcom carry out an assessment, to be completed by the end of this year, of the opportunity for bringing together some or all of the delivery agencies either into one body or through a federated structure to achieve economies of scale and greater operational efficiency.	By end 2009	DCMS/BIS/ Ofcom



The International Dimension

8. The UK is strongly regarded as innovative in both technology and in the creative industries by those customers of British companies and by those who have already established a base in the UK. However, our reputation is often impeded by out of date notions about British capability, creativity and strength of innovation. Within the UK, the Information Age Partnership, chaired by Lord Mandelson, with an executive chaired by Sean Finnan of EDS UK and Ireland, works to provide leadership and ensure the UK is at the forefront of ICT deployment.
9. Internationally, UK Trade & Investment in partnership with private industry are working to improve the reputation of the UK as a place in which to invest and also to promote UK companies as the partner of choice for overseas based companies. UKTI have led Marketing Strategies in the ICT and Creative sectors to improve the marketing of the UK and have already launched online toolkits that can be used by UK business to strengthen their marketing overseas.
10. The UK ICT & Creative Industry Marketing Strategies aim to improve the way the UK ICT industry is perceived and promoted internationally, in order to achieve three key benefits for the UK ICT and Digital Content Industries:
 - increased trade with international customers for UK Technology and content firms;
 - increased investment into the UK from international businesses;
 - improved reputation of the UK and its ICT and Creative industries internationally.
11. The ICT and Creative Strategy Implementation Boards (Chaired by Larry Hirst, CBE, Chairman IBM EMEA and Sir John Sorrell respectively) are made up of industry leaders and Government Departments, and have been meeting since 2008 and come together every quarter.
12. The strength of Digital Britain is in its strong network of universities, business and people and that this strength is multiplied when the country works together. The UK ICT and Creative Marketing Strategies form a platform to allow the UK to demonstrate its strengths to foreign companies which are looking to invest in the world and for those companies to find their partner of choice. **The Government therefore encourages all sectors of the Digital Community to get involved in cross promoting the UK through the strategy to grow and enhance our digital proposition to the world.**

The Next Steps

13. The actions in this Digital Britain Report represent an ambitious and far-reaching programme of work in which Government, Ofcom and all parts of the industry must play their part. Some of these actions can be carried out immediately, some will require a longer implementation period, and some are longer term targets which will only come to fruition over several years.
14. There is no room for complacency. The Government intends to do all it can to achieve the policy objectives we set out in this report, and urges all others to join it in the effort. The prize on offer is great. It will require a common effort to achieve it.

