

5.3.1 Understand the potential risks to organisations when using digital systems: security breaches (compromised confidentiality, loss of integrity, reduced availability), privacy breaches (personal and business information), regulatory non-compliance, audience exclusion (bias, poor UX), emerging rival technologies, and technical issues (system failure, not fit for purpose).

5.3.1

- security breaches
- privacy breaches
- regulatory and legal non-compliance
- system failure
- audience exclusion
- emerging rival services (mobile devices, digital download and cloud services)
- rapid changes in technology and trends (education and transport sectors).

Security Breaches

- They are a major threat.
- Happen very often.
- They compromise personal data and system operations.
- Caused by a virus or hacker.

Privacy breaches

- Facial recognition technology, iris recognition technology and DNA systems all risk breaching privacy.
- Personal information comes with risks of identity fraud.
- GDPR legislation was partly brought in to hold organisations accountable for such breaches.

Regulatory and legal non-compliance

- GDPR is a major piece of legislation that affects digital technologies.
- Organisations that hold personal data must register with the IO.
- The Information Commissioner (IO) is a body that oversees the management of data and investigates any potential data breaches.
- Organisations must pay an annual fee to certify with the IO.
- Failure to register will result in a fixed penalty.

System failure

- Digital systems are relied upon heavily.
- System failure can remove availability and can put people at risk.
- TSB experienced several system failures, which caused massive reputational damage.

Audience exclusion

- Despite increasing use of digital technologies, some groups are still excluded
- Some organisations stop offering non-digital options when user numbers drop
- This is often done because non-digital channels are seen as too expensive to run
- When services go fully digital, people who cannot use the technology are excluded
- A clear example is the closure of bank branches across the UK
- Banks have shifted resources from physical branches to digital services
- Digital banking is seen as more efficient and popular by organisations
- Older people may lack the skills to use online banking
- Disabled people may face accessibility barriers
- Some individuals cannot afford the devices or internet needed
- These groups can become excluded from essential services like banking

Questions

1. What factors do you think are driving the growth of OTT in the UK? Which one do you feel is most significant, and why? [6]
2. What do you think the future holds for the TV licence in the UK? Justify your view. [3]
3. What are the social implications of the changes? Are any parts of society at risk of being alienated? [3]



1. Widespread broadband and mobile internet access has made streaming reliable and accessible across the UK. Also, the growth of mobile devices allows users to watch content anywhere, anytime. This on-demand convenience appeals to audiences who no longer want to follow fixed TV schedules. OTT services are often cheaper than traditional TV packages and don't require long contracts. Also, personalised content and algorithms increase user engagement by recommending shows based on viewing habits. The most significant factor would be the on-demand convenience because it fundamentally changes how audiences consume media.
2. The TV licence is likely to decline or be reformed as fewer people watch live TV. Younger audiences increasingly use OTT services instead of broadcasters. Unless the funding model adapts, the TV licence may become unsuitable in a digital, on-demand media landscape.
3. Social implications of these changes include audience exclusion (older people, low-income households); privacy and security risks (OTT collects large amounts of personal data) and alienation risk (those without digital skills or reliable internet)