



Statement on proposals to expand and reposition the IP delivered services genre

Published: 4 July 2014

CONTENTS

1	Executive Summary	3
1.1	Decisions on the LCN Listing	3
1.2	Summary of consultation responses.....	4
1.3	Next steps	5
	APPENDIX ONE	6

1 Executive Summary

This statement sets out Digital UK's decisions regarding its consultation on proposals to expand and reposition the IP delivered services genre, published on 20 May 2014, which closed for responses on 17 June 2014.

We received eight responses to the consultation. Where these are not confidential the respondents are listed in Appendix 1 and the responses published on the Digital UK website¹.

1.1 Decisions on the LCN Listing

Digital UK has decided to implement the changes as proposed:

- To move the starting point of the IP delivered services genre from LCN 400 to LCN 300 and to expand the genre by 100 LCNs; and
- To move the starting point of Interactive services genre from LCN 300 to LCN 600.

The table below sets out the changes to the LCN Listing in comparison with the current ordering of genres.

Genre	Final Listing		Current Listing	
	First LCN	Last LCN	First LCN	Last LCN
General Entertainment	1	99	1	99
HD	101	119	101	120
Children's	120	129	121	130
News	130	149	131	150
Adult	171*	198*	171*	198*
Text and MHEG services	200 225	224 299	200 225	224 299
IP delivered services	300	599	400	599
Interactive services	600	620	300	320
Radio	700	750	700	750

*LCNs 170 and 199 are reserved for the slates that bookend the Adult section.

¹Non-confidential responses are available [here](#)

1.2 Summary of consultation responses

Respondents to the consultation were generally very supportive of the proposal to move and expand the IP delivered services genre.

There was broad agreement that the expansion was necessary to meet the increasing demand for IP services and that the move to LCN 300 was likely to offer viewers a better experience and opportunity to access these services.

Channel 4 noted that increasing the range of LCNs for IP channels is an enabler for the development and continued evolution of a hybrid DTT-IP platform.

Channel 5 cautioned that any changes now should be done without prejudice to future changes given the likely growth of linear broadcast channels over time due to increased capacity and improvements in compression technology.

Nimux² did not agree with the expansion of the genre given the limited number of LCNs available to DTT and the current requirement to simulcast SD and HD versions of the same channel which uses two LCNs.

Digital UK consulted on the LCN allocation process for HD channels in 2013 and explored options around substituting SD channels for their identical HD variants. Due to the limited regionality of current HD channels on the platform, however, very few were identical to their SD counterparts and so there was a limited benefit to viewers at this time. While substitution is currently not permitted, with the exception of Children's and Adult channels (which must remain in their specific genre for consumer protection reasons), it was agreed this would be revisited at a later date. Regardless of policy decisions around substitution, each service would still require its own LCN.

The BBC, as the only channel provider with interactive services (BBC RB 301 and BBC RB 302) agreed with the proposals to move these channels. While it acknowledged that many viewers access these services via the red button, a significant number make use of the LCN (for instance, when setting a recording on their PVR) and the corporation welcomed Digital UK's commitment to assist viewers through the change.

One respondent argued that licensed Adult services and adult-related content in the Adult, Text and MHEG genres should not be placed ahead of or within close proximity to IP delivered services for consumer protection reasons and requested these services are moved at the earliest opportunity. This respondent also noted its support for a future reorganisation of the LCN policy which would fully integrate DTT and IP channel LCNs where channels are in the same genre.

Nimux also noted concerns around Adult services being located within the same 100 block of LCNs as Children's channels and suggested that consideration should be given to relocating Adult services elsewhere.

² Multiplex Broadcasting Services N. I. Limited is a not-for-profit Joint Venture (JV) formed by RTÉ and TG4 to operate a seventh multiplex ('NI Mux') broadcasting TG4, RTÉ One and RTÉ Two services on Freeview from three transmitting stations in Northern Ireland.

Digital UK's position remains that all linear audio visual services are positioned ahead of Text, MHEG and IP delivered services. However, we do recognise the consumer protection issues presented by the presence of adult content on the platform and take measures to protect against inadvertent viewing of inappropriate content, particularly by children, through the positioning of the genre, the Adult prefix to all channels names and the bookends.

1.3 Next steps

The new version (5.3) of the Digital UK LCN Policy reflecting these changes will be published on the Digital UK [website](#) simultaneously with the publication of this statement on 4 July 2014, and takes immediate effect.

We will be contacting the affected channel providers (BBC, YouView and its content providers BT and Talk Talk) during July to confirm the timing and details of the implementation of these changes.

APPENDIX ONE

Digital UK received eight responses to the consultation, four from its Members, two from channel providers, one from a multiplex operator and one from an IP television provider.

Some of the responses were confidential. Those that are not confidential have been listed below and will be published on the Digital UK [website](#).

- BBC
- Channel 4
- ITV
- Arqiva
- Channel 5
- Multiplex Broadcasting Services N. I. Limited ('Nimux')