



---

## Consultation on proposals to expand and reposition the location of the IP delivered services genre

Published: Tuesday 20 May 2014

Responses by: Tuesday 17 June 2014

# CONTENTS

<b>1</b>	<b>Executive Summary</b> .....	<b>3</b>
1.1	Timetable and Next Steps .....	3
1.2	Background .....	3
<b>2</b>	<b>Review of IP delivered services genre</b> .....	<b>5</b>
2.1	Background .....	5
2.2	Proposed positioning of the IP delivered services genre .....	5
2.3	Proposed expansion of the IP delivered services genre .....	6
<b>3</b>	<b>Timetable and Next Steps</b> .....	<b>7</b>

## 1 Executive Summary

This consultation is published by Digital UK and contains proposals for Logical Channel Numbers (“LCNs”) within the IP delivered services genre. Digital UK proposes:

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

Unlike other genres on the digital terrestrial television (DTT) platform, Digital UK does not allocate LCNs within the IP delivered services genre. Instead, the range of LCNs is set aside for IP television providers to allocate according to their own policies.

### 1.1 Timetable and Next Steps

We encourage responses from all stakeholders in the DTT platform; particularly channel providers, multiplex operators, consumer groups and viewers.

We ask respondents to consider how they may be affected by the proposals, and to provide evidence-based responses to describe any effect.

All responses should reach Digital UK by 17:00 on Tuesday 17 June 2014.

Section 3 of this document provides further details on how to respond.

### 1.2 Background

Digital UK supports Freeview viewers and channels on DTT. Digital UK holds an Ofcom EPG Provider Licence (transferred from DMOL on 7 January 2013) and its LCN listings and LCN Policy conform to the requirements of the Communications Act (2003) and Ofcom’s Code of Practice on Electronic Programme Guides (the ‘Ofcom EPG Code’) published in July 2004.

Within this regulatory framework Digital UK’s objective remains to develop its listing and apply the LCN Policy in such a way as it considers to be for the long-term benefit of the DTT platform and in the interests of viewers (in each case determined by the Digital UK members in accordance with the Policy) and in accordance with the fair, reasonable and non-discriminatory (‘FRND’) requirements of the Ofcom EPG Code.

As such these proposals aim:

- i. To provide DTT viewers with an LCN ordering that gives them the best overall experience of the DTT platform in the future;
- ii. To provide for the medium-term evolution and competitive positioning of the platform over the next two to three years in a rapidly changing, competitive environment;
- iii. To provide channel providers with appropriate certainty for future commitments they may make; and
- iv. To ensure that LCNs are always allocated in an objectively justifiable and FRND manner, observing section 310 of the Communications Act (2003), which requires appropriate prominence to be accorded to channels listed in section 310(4); and observing the Ofcom EPG Code.

## 2 Review of IP delivered services genre

### 2.1 Background

DMOL's 30 July 2012 'Statement on reorganisation of the DTT LCN listing and on changes to DMOL's LCN policy' concluded that 100 LCNs should be set aside for IP delivered channels between LCN 400 and LCN 499. DMOL (now Digital UK) would not allocate LCNs to IP channels, but the LCNs 400 to 499 would be set aside for IP television channel providers' use, according to their own allocation policies.

Digital UK's 7 August 2013 'Statement on proposals for the Freeview HD genre and on amendments to Digital UK's LCN Policy' concluded, based on representations from YouView, that the growth in IP channels is higher than expected and as such the IP delivered services genre should be expanded to 200 LCNs which would run from LCN 400 to LCN 599.

The current genre listing is provided at [Appendix 1](#).

### 2.2 Proposed positioning of the IP delivered services genre

Digital UK is proposing to move the IP delivered services genre to start at LCN 300. This would put it ahead of the Interactive services genre, which will be moved from the 300s to LCN 600 to 620.

At the time of writing there are currently two interactive services operating in this genre, BBC RB 301 and BBC RB 302. The channel provider, the BBC, has confirmed it is supportive of Digital UK consulting on moving these red button services to the proposed new genre position.

While interactive services are generally accessed via the red button (not directly via an LCN) Digital UK recognises that this change may have some impact on services in this genre and will assist viewers through the transition in accordance with our guidelines for communicating DTT platform changes to viewers<sup>1</sup>.

The proposed new genre listing, incorporating this amendment, is provided in [Appendix 2](#).

***Question 1: Do you agree with Digital UK's proposal to move the IP delivered services genre to start at LCN 300 and the Interactive services genre to start at LCN 600?***

---

<sup>1</sup>Guidelines for communicating DTT platform changes to viewers are available on the Digital UK website. [Digital UK communications guidelines](#)

### 2.3 Proposed expansion of the IP delivered services genre

The Digital UK channel listing currently sets aside 200 LCNs for use by IP television channel providers.

With IP television channels now available in the market YouView has provided further evidence around demand and the need for a further 100 LCNs, taking the total reservation for IP delivered services to 300 LCNs.

YouView has explained that this request is driven by:

- i. the market demand for IP delivered channels, which continues to increase more quickly than originally expected;
- ii. the lower than anticipated overlap in the provision of channels between the two YouView internet service providers, which in turn increases the need for unique channel numbers; and
- iii. the need for a sufficient number of LCNs in order for YouView to effectively manage genres for IP delivered channels within the reserved block of DTT LCNs.

YouView's 'User Interface and Search Policy' (see: <https://industry.youview.com/pages/content/ui-policy/>) sets out how it has chosen to divide the reserved block of LCNs into genre ranges that broadly replicate those on DTT. YouView suggests that this approach allows it to present content in an order that viewers are likely to expect.

YouView has confirmed that its most requested genre - General Entertainment - is near capacity, and that it expects to run out of channel numbers for this genre in the next few months.

Digital UK has reviewed the evidence submitted by YouView, and is satisfied that the new evidence warrants the expansion of the genre by a further 100 LCNs. However, we do acknowledge that this would reduce the number of LCNs available for future DTT services and/or new genres. Digital UK does not currently anticipate any further expansion of this genre range and believe the IP television providers would need to manage LCN allocations within this range.

The proposed new genre listing, incorporating this amendment, is provided in [Appendix 3](#).

***Question 2: Do you agree with Digital UK's proposal to expand the range of LCNs set aside for IP channels by a further 100 LCNs spanning LCN 300 to LCN 599?***

### 3 Timetable and Next Steps

This consultation is published on Tuesday 20 May 2014 and closes for responses on Tuesday 17 June 2014.

There are two consultation questions:

***Question 1: Do you agree with Digital UK's proposal to move the IP delivered services genre to start at LCN 300 and the Interactive services genre to start at LCN 600?***

***Question 2: Do you agree with Digital UK's proposal to expand the range of LCNs set aside for IP channels by a further 100 LCNs spanning LCN 300 to LCN 599?***

We are keen to receive responses from channel providers and all other stakeholders to Freeview and the DTT platform. We would welcome views from consumer groups, other representatives of Freeview viewers, and viewers themselves.

We encourage respondents to consider how they may be affected by the proposals, and to provide evidence based responses to describe any effect.

All responses should reach Digital UK by 17:00 on Tuesday, 17 June 2014.

Responses can be emailed to [consultation@digitaluk.co.uk](mailto:consultation@digitaluk.co.uk) or mailed in hard copy to the following address:

Sarah Fox  
Digital UK  
The Met Building  
22 Percy Street  
London  
W1T 2BU

Having given full consideration to the responses we receive we expect to publish a statement in July 2014. This will be sent to all respondents and posted to the Digital UK website.

We will publish all non-confidential responses on our website as we publish the statement. Please indicate on your response whether none, some or all of your response can be published.

We intend that the conclusions reached in that statement should take effect at least 8 weeks from the date of publication of the statement, or at a date agreed with the channels required to move. We will confirm this in the statement itself.

## Appendix 1 Digital UK's current Genre Listing

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

\* LCNs 8 and 23 are reserved for Local services with PSB status.

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

## Appendix 2 Digital UK's proposed genre listing with a change to the positioning of the Interactive services and IP delivered services genres

Genre	First LCN	Last LCN
General Entertainment	1*	99*
HD	101	120
Children's	121	130
News	131	150
Adult	171**	198**
Text and MHEG services	200 225	224 299
IP delivered services	300	499
Interactive services	600	620
Radio	700	750

\* LCNs 8 and 23 are reserved for Local services with PSB status.

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



### Appendix 3 Digital UK's proposed genre listing with an expanded IP delivered services genres

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

\* LCNs 8 and 23 are reserved for Local services with PSB status.

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