



Digital UK  
Consultation on Allocation of LCN 7

Response from MG ALBA

**Background.**

MG ALBA is short for Meadhanan Gàidhlig Alba (Gaelic Media Scotland) and is the operating name of Seirbheis nam Meadhanan Gàidhlig or Gaelic Media Service.

Our statutory purpose is to ensure that a wide and diverse range of high quality programmes in Gaelic is made available to persons in Scotland by broadcasting or by other means.

MG ALBA delivers **BBC ALBA** (the Gaelic language television channel) in partnership with the BBC. BBC ALBA is the first partnership television service to operate under a BBC licence.

BBC ALBA has occupied LCN 8 on Freeview in Scotland since 2011.

**Introduction.**

We welcome this consultation on the options for reallocation of LCN 7 and congratulate Digital UK on its commitment to transparency and for the clarity of its proposals and reasoning.

Both Option 1 and Option 2 involve the migration of BBC ALBA from LCN 8 to LCN 7. This will involve a level of disruption for viewers of BBC ALBA and will have some marketing and branding impact for us. In addition, under Option 2 BBC ALBA will no longer be adjacent to BBC Four, an adjacency which we believe is advantageous for both channels.

However, we agree with the reasoning of Digital UK. The reservation of LCN 7 for BBC ALBA in Scotland and LCN 8 for local television in Scotland represents the most efficient solution. The adjacency of BBC ALBA with Local TV channels in Scotland may also be beneficial for both, as may the slightly lower LCN.

We therefore support Option 2.

We would be very pleased to provide any further information you may wish and invite you to contact Iseabail Mactaggart at [iseabail.mactaggart@mgalba.com](mailto:iseabail.mactaggart@mgalba.com) or at 01851 705550.

Thank you for the opportunity to make our views known.