

Channel 4's response to Digital UK's consultation on the allocation of LCN 7

Channel 4 welcomes the opportunity to comment on Digital UK's consultation on proposals for the allocation of LCN 7. We believe the overriding principle governing any decisions taken with respect to the allocation of LCNs and the ordering of the EPG should be improving the consumer experience of DTT/Freeview.

As Public Service Broadcasters it is right that Local TV channels are given appropriate prominence across all platforms. EPG Prominence, is a fundamental pillar of the PSB compact, in which prominence and access to spectrum are given to PSBs in return for the delivery of a series of public service obligations. Prominence not only ensures that the programming PSBs are required to produce is easily discoverable by audiences, but also allows commercially funded PSBs to maximise advertising revenue, enabling them to invest more in UK programming.

Channel 4 agrees with Digital UK's recommendation to adopt option 2. Option 2 offers the simplest and most viewer friendly solution by ensuring that all local TV channels can be found at the same LCN position. It will also enable Local TV providers to maximise viewing and better enable them to deliver their public service obligations and invest in programming to the benefit of viewers and the UK's creative economy.

