

Channel 4's response to Digital UK's consultation on proposals to expand and reposition the location of the IP delivered services genre

Channel 4 welcomes the opportunity to respond to Digital UK's consultation on their proposals to expand and reposition the IP genre. The following response sets out our support for Digital UK's proposals.

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?

Channel 4 supports Digital UK's proposal to move the IP delivered services genre to start at LCN 300. As Interactive services are also available via the red button, and most viewers use this as the primary means of accessing these services – indeed these services are commonly referred to as “red button services” – Channel 4 believes moving these services to make way for IP delivered services is unlikely to negatively impact on viewers' enjoyment of these services nor on their ability to find them.

Channel 4 agrees that moving the IP services to begin at LCN 300 is likely to make it easier for viewers navigate to these services and streamline the viewers' experience of using the EPG. This is in line with Digital UK's aim to provide *“the best overall experience of the DTT platform”* and *“to provide for the medium-term evolution and competitive positioning of the platform.”*

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?

Channel 4 supports Digital UK's proposal to increase the range of LCNs for IP channels by a further 100 LCNs. Given the growth in IP channels as demonstrated by YouView Channel 4 believes it is important that the platform can evolve to accommodate this growth.

Ofcom's recent discussion document on the future of Free to View television made clear their expectation that the DTT platform should seek to embrace the notion of the hybrid platform and make use of IP delivery as a means of evolving the platform to offer additional services and functionality and as a means of dealing with any capacity constraints caused by the increasing scarcity of spectrum. As YouView is a hybrid DTT-IP platform, increasing the range of LCNs available for IP channels is a clear enabler for the continued evolution of the DTT platform, delivering greater choice to viewers in the most spectrally efficient means possible.

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