

# **Digital UK Consultation on the allocation of LCN 7**

## **YouView Response to Digital UK**

**January 2016**

# YouView response to the Consultation

Whilst YouView is not directly affected by the Consultation, it does have a continued interest in the evolution of both the Freeview DTT platform and Digital UK's listing policy. With these interests in mind, YouView welcomes the opportunity to respond to the Consultation.

**Question: Do you agree with Digital UK's recommended approach to allocate LCN 7 to BBC Alba and Channel 4 (Wales) and to extend the Local TV reservation at LCN 8 for all Local TV services?**

**Answer:**

Yes, YouView agrees with Digital UK's recommendation to adopt Option 2 on the basis set out in the Consultation, namely that this option achieves the following: (i) ensures appropriate prominence and treatment on an FRND basis in respect of all Local TV channels; and (ii) reduced channel and viewer disruption (as opposed to Option 1).

YouView also agrees with Digital UK's rationale that whilst Option 1 sees improved prominence for all LCNs lower than 7, the channel and viewer disruption that would likely result from such a change, may not necessarily be ameliorated by a relatively small improvement in their LCN position (with the exception of Local TV providers in Scotland and Wales who would move from LCN 23 to LCN 9).

Of the two options presented, Option 2 would appear to achieve the best outcome for the DTT platform and for its viewers.