



Ideal Shopping Direct Limited

For the attention of: Sarah Fox

Digital UK
2nd Floor
27 Mortimer Street
London W1T 3JF

18 January 2016

Dear Sirs,

The purpose of this letter is to respond to Digital UK's Consultation on a proposal to amend the LCN Policy to reserve logical channel numbers within content genres for HD-Only channels, dated 16 December 2015.

In brief, the proposal under Option 2 seems to be the most sensible one as it will help to future-proof the fairness of LCN allocations should the HD Genre be closed in the future.

The one small point we would make is that the language in the Consultation and in the proposed new paragraph 2.12 could be clearer in that the disapplication of a channel provider's rights to the reserved slot (including paragraphs 6, 7.6 and 8 of the LCN Policy) is only whilst it remains reserved and that once such reserved slot is actually allocated to the HD-only channel, then it will be treated as a normal slot and come with the benefit of the usual accompanying rights.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Mike Hancox'.

Mike Hancox
CEO

Ideal Shopping Direct Limited
Ideal Home House
Newark Road
Peterborough PE1 5WG
United Kingdom

Tel: +44 (0) 8431 688 888
Fax: +44 (0) 8431 681 681

www.idealworld.tv
www.createandcraft.tv