



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 the allocation of LCN 7, dated 16 December 2015.

We have read through the Consultation carefully and we agree with Digital UK's recommendation to adopt Option 2, as set out in the Consultation, for the reasons stated i.e. channel and viewer disruption will be minimised by that approach and in particular we suspect that viewers are more likely to want to see BBC4 stay at its current known position than move by one LCN slot.

In our view, the combined moves would still be fulfilling the obligation to give "appropriate prominence" to public service channels and, as Ofcom does not currently mandate positioning for public service channels, we would regard the proposals in Option 2 to be the best way of achieving the transitions.

Yours faithfully,

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

Mike Hancox
CEO

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