



DMOL Consultation Paper 22.06.09: Revision of DMOL LCN Policy to introduce a new HD Genre

1 Background

DTT Multiplex Operators Limited (DMOL) allocates and operates Logical Channel Numbers (LCNs) on the Digital Terrestrial Television (DTT) platform in the UK in line with its LCN Policy, Version 3.0, dated 10 April 2007¹.

This paper sets out the options currently being considered by DMOL to change and create additional genres.

As part of the consultation process DMOL invites those channels affected by the proposed changes to comment on these proposals, in line with clause 4.2 of the LCN Policy.

All the proposed changes presented here are anticipated under the current allocation Policy and represents no change to the Policy other than the addition of genres within clause 4.1 of the LCN Policy.

Subject to feedback received DMOL intends to implement some or all of these proposals between Q3 2009 and Q4 2010².

2 Introduction

The DTT platform is the largest TV platform in the UK with 25.9³ million receivers currently in the market.

DMOL is comprised of the DTT multiplex licence holders (Arqiva, Digital 3and4, SDN and BBC) and is the body charged with the responsibility for the technical operation of the DTT platform on behalf of its members. Amongst DMOL's responsibilities is the allocation of LCNs which it does according to its LCN Policy.

The allocation of LCNs by DMOL and the DMOL LCN Policy are driven by three key principles:

- Conformance with Ofcom's Code of Practice on Electronic Programme Guides;
- The application of the LCN Policy in the interests of viewers; and
- Applied for long-term benefit of the DTT platform.

Further to the Ofcom consultation entitled "The Future of Digital Terrestrial Television" dated 21 November 2007, and the subsequent statement "Digital Television: Enabling New Services" dated 3 April 2008, it is planned to introduce HD services on the DTT platform from Q4 2009.

To support the launch of High Definition (HD) channels onto the platform DMOL intends to create a new HD genre. In order to accommodate this within the existing LCN listing⁴ some changes are proposed as part of this consultation. Other non-related changes are also proposed to bring greater logic to the Logical Channel list as it presents an ideal opportunity to tidy up some anomalies which has arisen over time.

¹ See Appendix 1

² All quarters are calendar quarters

³ Source: Ofcom The Communications Market: Digital Progress Report Digital TV, Q4 2008

⁴ See Appendix 2



3 Proposed new genres

3.1 Definition of new genres

The DMOL LCN listing is a single sequential list of channels which groups similar channels together to aid the viewer and to promote the discovery of channels.

3.1.1 High Definition Genre

DMOL intends to create a new genre called “High Definition”. This new genre is intended for channels which broadcast in High Definition and are licensed as such by Ofcom. The creation of a High Definition Genre creates a specific location for the discovery of HD channels on DTT. It is proposed that the HD genre would start at LCN 50.

3.1.2 Shopping Genre

DMOL intends to create a new genre called “Shopping”. This new genre is intended for channels whose programming comprises predominately shopping content and who are licensed by Ofcom under the Teleshopping category. The creation of a Shopping Genre creates a specific location for the discovery of Shopping channels on DTT. It is proposed that the Shopping genre would start at LCN 40.

3.1.3 Special Interest Genre

DMOL intends to create a new genre called “Special Interest”. This new genre is intended to capture a range of television channels which meet any one or more of the following criteria:

- A channel where the majority of output is specifically targeted at a particular audience group or type of viewer;
- A channel where the majority of output involves a substantial element of audience interaction and/or transaction based services;
- A channel which is available to view for less than 2 hours per day (averaged over a week);
- A channel which does not transmit regularly 2 hours per day (averaged over a week) between the hours of 1800 and 2400;
- Without prejudice to the above, a channel which does not clearly fall into any other audio-visual and channel genre

It is proposed that the Special Interest genre would start at LCN 60.

3.1.4 Clarification of the Interactive Genre

DMOL intends to clarify the definition of the Interactive genre as the genre for all channels where the LCN is not the unique point of access to the service for users i.e. not requiring unique navigation. DMOL considers that channels that do not require an LCN as its unique point of access should not be afforded the same prominence as channels that only use LCNs for access. It is proposed that the Interactive genre would remain at LCN 300.

3.1.5 Redefinition of the Adult Genre

DMOL intend to redefine the Adult genre to include all services that are licensed by Ofcom as either Adult Editorial or Adult Chat. It is proposed the Adult genre would start at LCN 90.



4 Consultation process

DMOL is inviting comments on these proposals⁵ in order to determine the opinions of key stakeholders on any or all of the proposed genres.

If your channel is affected by the proposed changes then any written comments you have to make on these proposals will be considered by the DMOL Board if formally communicated by the due date of 17 July 2009.

4.1 Consultation Timetable

The consultation timeline detailed below:

Action	Duration	Start	End
Consultation with key stakeholders	4 weeks	22 June 2009	17 July 2009
Review consultation responses	4 weeks	20 July 2009	14 August 2009
Statement and conclusions	1 week	17 August 2009	21 August 2009

4.2 Consultation responses

DMOL is seeking comments from channels affected by the proposed changes regarding the following questions:

Q1. Should a High Definition genre be introduced?

Q2. Should a Shopping genre be introduced?

Q3. Should a Special Interest genre be introduced?

Q4. Should the Interactive genre be redefined?

Q5. Should the Adult genre be redefined?

Please address your answers, with supporting comments, in writing to your multiplex operator by 5pm Friday 17 July 2009 as late submissions may not be considered⁵.

In addition DMOL is circulating this consultation document for information to DTT Key Stakeholders including, but not limited to:

- Other existing Channel Providers on the UK DTT Platform
- Service Providers on the UK DTT Platform, including Freeview and Top Up TV
- Relevant bodies, including Ofcom and Digital UK

⁵ See Appendix 3 for an indicative LCN listing



APPENDIX 1 – DMOL LCN Policy

DTT Multiplex Operators Limited LCN Policy

Version 3.0, 10 April 2007

This Policy supersedes all previous versions

1 INTRODUCTION

- 1.1 DTT Multiplex Operators Limited (“DMOL”) is the body which is responsible for the allocation of Logical Channel Numbers (LCNs) on the Digital Terrestrial Television (DTT) platform. After any such allocations have been made by DMOL, the LCN continues to belong to DMOL and to be subject to its discretion and applicable policy. In recognition of this, each DMOL member will include in all new agreements concluded by it for the supply of DTT capacity (which, for the avoidance of doubt, does not include variations, amendments or change control processes to existing agreements) the clause set out in the Appendix to this Policy.
- 1.2 This document states DMOL’s current policy (the “Policy”) for allocating LCNs on the DTT platform. It replaces Version 1.0 of the DMOL LCN Policy that was published in November 2004 and the Version 2.0 published on 17 May 2005.
- 1.3 The Policy conforms with the requirements of the Communications Act 2003 and Ofcom’s Code of Practice on Electronic Programme Guides published in July 2004 (the “Ofcom EPG Code”). Within this regulatory framework, DMOL’s objective will be to apply the Policy in such a way as it considers to be for the long-term benefit of the DTT platform and in the interests of viewers (in each case as determined by DMOL members in accordance with the Policy).
- 1.4 For the avoidance of doubt, previous decisions of DMOL regarding the allocation of LCNs prior to the adoption of this Policy will not be considered relevant in the interpretation of this Policy.

2 SERVICES AVAILABLE ON DTT

DMOL allocates LCNs to a wide range of different services on the DTT platform, e.g. television, radio, interactive and data download. For the sake of convenience, all services are referred to within this Policy as ‘channels’ and those who provide such services are referred to as ‘channel providers’.

3 LOGICAL CHANNEL NUMBER (LCN) REQUESTS

- 3.1 Any DMOL Member which intends an additional channel to be launched on its DTT multiplex (whether or not it is the channel provider) should advise DMOL between twelve and six weeks before the intended launch of the channel of its request for a new LCN to be allocated.
- 3.2 In order to be allocated an LCN, a channel provider must supply DMOL (through its multiplex operator) with a copy of the broadcasting licence (or equivalent authorisation) permitting the broadcast of the channel on the DTT platform in the UK.



- 3.3 The channel provider should state (through its multiplex operator):
- (i) which genre it considers most appropriate for the new channel (see section 4 below);
 - (ii) whether it considers that the channel is a “public service channel” (see section 6 below);
 - (iii) whether it considers that the channel qualifies as an Associated channel (see section 7 below);
 - (iv) whether the channel is a pay or subscription channel or a free to air channel; and
 - (v) the date on which the channel is intended to be launched.
- 3.4 The channel provider is requested at its cost to provide all such information as DMOL is likely to require, or specifically requests, in order for DMOL properly to consider an allocation in accordance with the Policy. The channel provider should take steps to ensure that all information provided by it or on its behalf is accurate, complete and up-to-date.
- 3.5 If DMOL agrees that the channel is an Associated channel, an LCN will be allocated in accordance with sections 4 and 7 of the Policy. If DMOL agrees that the channel is a public service channel, an LCN will be allocated in accordance with sections 4 and 6 of the Policy. If the channel is neither a public service channel nor an Associated channel, an LCN will be allocated in accordance with sections 4 and 5 of the Policy.
- 3.6 Requests for an LCN made on a speculative basis (i.e. channels without confirmed genre and intended launch date) will not be considered, but DMOL will have due regard to confidentiality requirements and will permit the use of ‘working channel names’.
- 3.7 A request for an LCN must be approved by DMOL prior to a multiplex operator submitting a service change request to DMOL.
- 3.8 If a channel provider does not launch a channel:
- (i) within 4 weeks of the intended launch date which was notified to DMOL, DMOL reserves the right at its discretion to withdraw any LCN which DMOL has allocated to the channel; or
 - (ii) within 3 months of the intended launch date which was notified to DMOL, any LCN which was allocated to the channel shall be withdrawn.

4 GENRES

- 4.1 Genres are the basis for the grouping of channels on the DTT platform. The genres available for allocation of LCN’s within the DTT platform are, at the time of adoption of this Policy, the following:
- General entertainment (TV)
 - Children (TV)
 - News (TV)
 - Adult (TV)
 - Text and MHEG services

- Radio

DMOL may allocate LCN's for 'not for direct public access' Interactive, Data and Test services where, at its discretion, it considers it appropriate to do so.

- 4.2 DMOL may from time to time, in the context of a review of its Policy or otherwise, add, subtract, amend or merge genres (including creating new types of genre) In order to do so, DMOL may at its discretion, following consultation with a channel provider, move channels where necessary to accommodate such a change of genres.
- 4.3 If DMOL does not agree with the channel provider's view of which genre is most appropriate for the channel, DMOL will place the channel either in the existing genre which it considers to be most appropriate for the channel or, if it considers it to be necessary, in a newly created or amended genre. Factors which DMOL will take into account when deciding where to place a channel may include, but are not limited to:
- (i) scheduling, event and synopsis information;
 - (ii) the specific nature of the channel, e.g. text and radio channels differ from full video and audio television channels and are likely to merit their own distinct genres rather than be listed according to the predominant genre of their content; and
 - (iii) any other information that DMOL considers relevant.
- 4.4 DMOL may identify pay and subscription channels from free-to-air channels by a symbol appearing against the pay channel's name.

5 ALLOCATION OF LOGICAL CHANNEL NUMBERS WITHIN GENRES

- 5.1 Unless sections 6 or 7 apply, DMOL will allocate the next available number at the end of the genre in which it has decided to place the channel. Where a genre becomes full, it may be necessary to create an overspill section for that genre elsewhere on the LCN map until DMOL decides to review the Policy and/or the channel listings made in accordance with the Policy.
- 5.2 Where DMOL is considering the allocation of LCNs to more than one channel at the same time:
- (i) the applicability of sections 6 and 7 below to one or more of the channels;
 - (ii) the order in which LCN applications were received by DMOL; and
 - (iii) the intended launch date

will be taken into account.

6 LISTING OF PUBLIC SERVICE CHANNELS

- 6.1 'Public service channels' are those channels identified as such in accordance with Section 310 of the Communications Act 2003. When allocating LCNs to public service channels, DMOL will seek to give "appropriate prominence" to these channels in the appropriate genre in accordance with paragraphs 2-4 of the Ofcom EPG Code. Notably paragraph 3 clarifies that Ofcom:

"does not propose to be prescriptive about what appropriate prominence means, as



there are many possible ways in which EPGs could display information about programmes included within the PSB services”.

6.2 Public service channels vary, e.g. in terms of launch date, content and target audience, and this may merit DMOL taking different approaches to determining what constitutes “appropriate prominence” in some cases. DMOL anticipates taking the following into account, inter alia, when allocating LCNs to public service channels:

- (i) the nature and content of the channel; and
- (ii) the launch date of the channel onto the DTT platform.

DMOL will ensure that its approach to affording appropriate prominence to public service channels is objectively justifiable and has regard to the interests of citizens and the expectations of consumers, in accordance with the provisions set down in the Ofcom EPG Code. DMOL envisages that public service channels will be placed at, or near, the head of the relevant genres listed in Section 4 above, subject to the application of factors 6.2 (i) - (ii) above. This paragraph will only apply to vacant LCNs.

7 ASSOCIATED CHANNELS

7.1 DMOL considers that it is in the best interests of viewers that channels which are Associated with another channel or other channels on the DTT platform are more closely grouped together on the DTT platform. It is DMOL’s intention that the Policy will operate over time to achieve this benefit for the viewer. A channel is “Associated” with another channel or other channels if it is manifestly linked to, and falls within the same genre (as identified in paragraph 4.1) as, the other channel(s).

7.2 DMOL anticipates taking the following non exhaustive list of criteria into account when deciding whether a channel is manifestly linked to an existing channel:

- (i) the way in which the channels are branded;
- (ii) whether the channels are under common control; and/or
- (iii) the degree of existing or intended cross-promotion between the channels.

7.3 Subject to DMOL’s obligations to afford appropriate prominence to public service channels, where there is a vacant LCN, DMOL will apply the following order of priority in determining to which channel (including both those which are already on the DTT platform and those which have submitted a request in accordance with paragraph 3 by the time the LCN becomes vacant) it will offer the vacant LCN:

- (i) a channel which is Associated with the channel which is immediately above the vacant LCN;
- (ii) a channel which is Associated with the channel which is immediately below the vacant LCN;
- (iii) a channel which is Associated with the channel which is immediately above the channel above the vacant LCN;
- (iv) a channel which is Associated with the channel which is immediately below the channel below the vacant LCN; then

- (v) unless DMOL considers that it would be in the best interests of viewers to allocate the vacant LCN to a different Associated channel, the channel nearest to the vacant LCN which is Associated with another channel or other channels above the vacant LCN.

7.4 Where an Associated channel is allocated an LCN in accordance with the Policy, at the request of the relevant channel provider, DMOL will consider reallocating:

- (i) to the Associated channel, the LCN allocated to the other channel with which it is Associated; and
- (ii) to the other channel with which it is Associated, the LCN allocated to the Associated channel

provided that the channels are no further than 4 LCN positions away from each other and that doing so will result in LCN's being listed in an order which is more likely in DMOL's opinion to reflect viewer's expectations. This is likely to be limited to situations involving time-shifted channels (eg ITV2 and ITV2+1) or channels within the name of which there is an implied listings order (eg ITV2 and ITV3).

7.5 A channel provider may elect not to move an Associated channel into a vacant LCN unless DMOL requires the channel to be moved in order properly to implement the Policy. In the event that the channel provider makes such an election and the channel is not moved, the next eligible Associated channel will be selected following the order of priority set out in paragraph 7.3 above.

8 EVOLUTION OF CHANNELS

8.1 DMOL accepts that any channel may evolve over time (including by way of change of name and change of content) and that, in such circumstances, the channel provider may wish to retain the existing LCN for that channel. However, where any channel evolves to such an extent that DMOL considers that it should no longer be considered to be the same channel (in which case, the channel shall be a "New Channel"), DMOL shall inform the channel provider that it must either:

- (i) restore the New Channel to the extent necessary to satisfy DMOL that it is still the same channel as that in respect of which the original application for an LCN was made; or
- (ii) apply for a new LCN for the New Channel in accordance with the Policy. If the channel provider does not comply with a notice issued by DMOL under this section, DMOL shall withdraw the allocation of the LCN to that channel. In particular, DMOL intends to use this provision to prevent channel providers from swapping channels on a particular LCN and to prevent any trading or sale of LCN positions between channel providers.

8.2 In considering whether or not a channel has evolved into a New Channel, DMOL will take into account the following non-exhaustive factors:

- (i) whether the nature of a significant proportion of the content of the channel and the name of the channel have changed. If this is the case, unless there are very clear factors to show that the channel is not a New Channel, the channel will be considered to have evolved into a New Channel;



- (ii) the extent to which the type of content of the channel has changed (in particular, but not limited to, during peak-time hours);
- (iii) whether, as a result of the change of the type of content of the channel, there is a more appropriate genre for the channel within the current LCN channel map;
- (iv) the channel provider's service portfolio on other UK TV platforms.

9 VACATED LOGICAL CHANNEL NUMBERS

- 9.1 Where a channel is withdrawn from its LCN for any reason the LCN will normally remain empty and channel providers will not be able to request them (except for the purpose of public service channels and Associated channels). A channel provider may cease to make a channel available on an LCN for a limited period of time without that channel being considered to have been withdrawn provided that DMOL considers that the channel provider does intend to make that channel available again within a reasonable period of time.
- 9.2 Where there are vacated LCNs in a genre, following a review of the Policy, channel providers (via their multiplex operator) may be offered an option to:
- (i) move a channel to a new LCN suggested by DMOL in accordance with the new Policy; or
 - (ii) leave a channel at its current LCN (unless DMOL requires the channel to be moved in order properly to implement the Policy).

10 CHARGES

- 10.1 DMOL reserves the right to levy a charge in respect of the allocation and use of any LCNs and to suspend or withdraw the allocation or use of LCN's if any such charges are not properly paid in accordance with DMOL's payment terms.

11 INFORMATION PROVISION AND MONITORING

- 11.1 DMOL is not obliged to monitor the content of the channels which are on the DTT platform in order to ensure that they continue to comply with any representations made to DMOL by the channel provider about the channel or to investigate allegations brought by channel providers about such ongoing compliance. However, DMOL reserves the right at its discretion to monitor the content of channels and to investigate allegations brought by other channel providers.
- 11.2 Channel providers shall at their cost provide all such information as DMOL requests in order to enable it:
- (i) to conduct any monitoring or investigations which DMOL at its discretion wishes to conduct; and/or
 - (ii) to provide viewers with scheduling information.

Channel providers must take steps to ensure that all information provided by it or on its behalf is accurate, complete and up-to-date.

12 REVIEWS



- 12.1 DMOL will carry out periodic reviews of the Policy which are likely to be every two years, or earlier at the discretion of DMOL.
- 12.2 Following a review of the Policy reasonable notice, and where possible not less than 3 months, will be given to channel providers who will be affected by any change.

13 ARRIVING AT DECISIONS REGARDING LCN ALLOCATION

- 13.1 All DMOL decisions regarding LCN allocations shall be put to a vote of DMOL directors appointed under Article 46 of DMOL's Articles of Association and passed if supported by a majority of such directors.

Appendix

"Notwithstanding any other provision of [this Agreement], [the Broadcaster] recognises that it has no entitlement to any particular logical channel number on any EPG and that logical channel numbers on the commonly accepted EPG are allocated by [DMOL] at its discretion in accordance with its policy from time to time. [Multiplex owner] shall ensure that a request is submitted to [DMOL] for a logical channel number for [the Service] and that there is liaison with [DMOL] in order to place [the Service] at the logical channel number allocated by [DMOL] to [the Service]. The parties agree that this Clause [●] comprises [Multiplex owner's] only obligation in relation to the allocation of logical channel numbers."



APPENDIX 2 – Existing LCN listing

Existing LCN Listing June 2009

KEY

General Entertainment
Children's
News
Adult
Text services
Non-Unique Access
Radio

1	BBC ONE	General Entertainment	70	CBBC	Children's
2	BBC TWO	General Entertainment	71	CBeebies	Children's
3	ITV1	General Entertainment	72	CITV	Children's
4	Channel4 / S4C	General Entertainment	73		
5	Five	General Entertainment	74		
6	ITV2	General Entertainment	75		
7	BBC THREE	General Entertainment	76		
8	C4 in Wales / TeleG	General Entertainment	77		
9	BBC FOUR	General Entertainment	78		
10	ITV3	General Entertainment	79		
11	Sky Three	General Entertainment	80	BBCNews	News
12	YeSTERDAY	General Entertainment	81	BBCParliament	News
13	Channel4+1	General Entertainment	82	SkyNews	News
14	More4	General Entertainment	83	SkySptsNews	News
15	Film4	General Entertainment	84	CNN	News
16	QVC	General Entertainment	85	Russia Today	News
17	G.O.L.D.	General Entertainment	86	S4/C2	News
18	4Music	General Entertainment	87	Community	
19	Dave	General Entertainment	88	TeachersTV	
20	Virgin1	General Entertainment	89		
21	TMF	General Entertainment	90		
22	Ideal World	General Entertainment	91		
23	bid tv	General Entertainment	92		
24	ITV4	General Entertainment	93		
25	Dave ja vu	General Entertainment	94		
26	HOME	General Entertainment	95		
27	ITV2+1	General Entertainment	96		
28	E4	General Entertainment	97	TVX	Adult
29	E4+1	General Entertainment	98		
30	FIVER	General Entertainment	99		
31	FiveUSA	General Entertainment			
32	smileTV	General Entertainment	100	Teletext	Text services
33	smileTV2	General Entertainment	101	Ttext Holidays	Text services
34	Setanta	General Entertainment	102	Rabbit	Text services
35	Virgin1+1	General Entertainment	103	TeletextCasino	Text services
36		General Entertainment	104	1-2-1 Dating	Text services
37		General Entertainment	105	BBC Red Button	Text services
38	TopUp Anytime1	General Entertainment	106	DirectGov	Text services
39	TopUp Anytime2	General Entertainment	107	Gay Rabbit	Text services
40	TopUp Anytime3	General Entertainment	108	SkyText	Text services
41	TopUp Anytime4	General Entertainment	109	SkyText	
42		General Entertainment	110		
43		General Entertainment			
44		General Entertainment	200		
45	Lottery	General Entertainment			
46		General Entertainment	300	4TVinteractive	Hidden
47	Quest	General Entertainment	301	301	Hidden
48	Super Casino	General Entertainment	302	302	Hidden
49	Rocks & Co	General Entertainment	303	303	Hidden
50	Partyland	General Entertainment	304		Hidden
51		General Entertainment	305	305	Hidden
52		General Entertainment	306	Trove	Hidden
53		General Entertainment	307		
54		General Entertainment	308		
55		General Entertainment	309		
56		General Entertainment	310		
57		General Entertainment			
58		General Entertainment	400		
59		General Entertainment			
60		General Entertainment	500		Test
61		General Entertainment			
62		General Entertainment	600		
63		General Entertainment			
64		General Entertainment	700		Radio
65		General Entertainment			
66		General Entertainment	800		
67		General Entertainment			
68		General Entertainment	900		
69		General Entertainment			



APPENDIX 3 – Indicative LCN listing (if all changes are implemented)

(Note: this listing is provided for information purposes only)

Indicative LCN Listing

NEW GENRE DEFINITIONS

HD	broadcast in High Definition
Special Interest	specifically targeted
	Interactive / Transactional
	available for only limited periods (i.e. 2 hours)
	do not transmit between the 18:00-24:00
	not available to view
	do not fit into other genres
Non-unique access	
Shopping	shopping content licensed as Teleshopping
Adult	licensed as Adult or Adult Chat

KEY

General Entertainment
Shopping
HD
Children's
News
Special Interest
Adult
Text services
Non-Unique Access
Radio

1	BBC ONE	General Entertainment	70	CBBC	Children's
2	BBC TWO	General Entertainment	71	CBeebies	Children's
3	ITV1	General Entertainment	72	CITV	Children's
4	Channel4 / S4C	General Entertainment	73		
5	Five	General Entertainment	74		
6	ITV2	General Entertainment	75		
7	BBC THREE	General Entertainment	76		
8	C4 in Wales / TeleG	General Entertainment	77		
9	BBC FOUR	General Entertainment	78		
10	ITV3	General Entertainment	79		
11	Sky Three	General Entertainment	80	BBCNews	News
12	More4	General Entertainment	81	BBCParliament	News
13	Channel4+1	General Entertainment	82	SkyNews	News
14	Film4	General Entertainment	83	SkySptsNews	News
15	E4	General Entertainment	84	CNN	News
16	E4+1	General Entertainment	85	Russia Today	News
17	G.O.L.D.	General Entertainment	86	S4/C2	News
18	4Music	General Entertainment	87		
19	Dave	General Entertainment	88		
20	Virgin1	General Entertainment	89		
21	TMF	General Entertainment	90	TVX	Adult
22	ITV2+1	General Entertainment	91	smileTV	Adult
23	ITV4	General Entertainment	92	smileTV2	Adult
24	FiveUSA	General Entertainment	93	Partyland	Adult
25	Dave ja vu	General Entertainment	94		
26	FIVER	General Entertainment	95		
27	Virgin1+1	General Entertainment	96		
28	Setanta	General Entertainment	97		
29	Quest	General Entertainment	98		
30		General Entertainment	99		
31		General Entertainment			
32			100	Teletext	Text services
33			101	Ttext Holidays	Text services
34			102	Rabbit	Text services
35			103	TeletextCasino	Text services
36			104	1-2-1 Dating	Text services
37			105	BBC Red Button	Text services
38			106	DirectGov	Text services
39			107	Gay Rabbit	Text services
40	QVC	Shopping	108	SkyText	Text services
41	Ideal World	Shopping	109		
42	bid tv	Shopping	110		
43	Rocks & Co	Shopping			
44			200		
45					
46			300	4TVinteractive	Not unique navigation
47			301	301	Not unique navigation
48			302	302	Not unique navigation
49			303	303	Not unique navigation
50	BBC HD	High Definition	304		Not unique navigation
51	ITV HD	High Definition	305	305	Not unique navigation
52	C4 HD / S4C HD	High Definition	306	Trove	Not unique navigation
53	FIVE HD	High Definition	307	TopUp Anytime1	Not unique navigation
54			308	TopUp Anytime2	Not unique navigation
55			309	TopUp Anytime3	Not unique navigation
56			310	TopUp Anytime4	Not unique navigation
57					
58			400		
59					
60	YeSTERDAY	Special Interest	500		Test
61	HOME	Special Interest	600		
62	Community	Special Interest			
63	TeachersTV	Special Interest			
64	Lottery	Special Interest	700		Radio
65	Super Casino	Special Interest			
66			800		
67					
68			900		
69					