



Reorganisation of the DTT LCN listing and
changes to Digital UK's LCN Policy

STATEMENT

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1 Executive Summary

1.1 Introduction

Digital UK supports Freeview viewers and channels on the digital terrestrial television ('DTT') platform – the UK's largest TV platform, used in around 20 million homes.

Digital UK holds Ofcom licences to provide an Electronic Programme Guide ('EPG')¹. Its listing of logical channel numbers ('LCNs') and its LCN Policy ('the LCN Policy') both conform to the requirements of the Communications Act 2003 and Ofcom's Code of Practice on Electronic Programme Guides (the 'Ofcom EPG Code') published in July 2004.

The Digital UK LCN listing is used by Freeview, Freeview Play, BT TV, TalkTalk TV, YouView, EE TV and Now TV.

Digital UK's objective is to develop its listing and apply the LCN 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 particular, we aim to:

- make it easy for viewers and listeners to discover content through simple navigation;
- ensure the ongoing prominence of broadcast public service channels, in line with our regulatory obligations;
- protect consumers from potential harm;
- give channel providers the opportunity to reach viewers and listeners; and
- allocate and manage LCNs efficiently.

In pursuit of these objectives the LCN Policy should:

- be transparent, clear and simple to operate;
- be compatible with regulatory requirements, including being objectively justifiable and fair, reasonable and non-discriminatory ('FRND');
- minimise disruption to consumers and channel providers by providing reasonable certainty;
- be flexible in the face of changing market conditions; and
- give channel providers flexibility to manage their content to the benefit of viewers and listeners

All capitalised terms in this document bear the meaning given to them in the current LCN Policy unless otherwise specifically defined herein. When discussing channel numbers, we use the word 'lower' to mean numbers that are closer to 1 and 'higher' to mean numbers that are further away from 1.

¹See <http://www.ofcom.org.uk/static/radiolicensing/html/tv/cs/dtas000044ba2dttepgservicemux2.htm> and <http://www.ofcom.org.uk/static/radiolicensing/html/tv/cs/tlcs101213ba1enhancedipmetadataforthedttbroadcastepg.htm>

1.2 The consultation

On 18 October 2016, Digital UK published a consultation entitled “Reorganisation of the DTT LCN listing and changes to Digital UK’s LCN Policy”. The proposals in the consultation were divided into two sections:

- Proposals to reorder the LCN listing, to meet channel demand for the next three to four years. We have seen demand outstrip the availability of vacant LCNs in the Children’s genre, and the General Entertainment section is also close to its current capacity. Digital UK also took the opportunity to consider the relative positions of the Children’s and Adult genres, and assess whether it may be better for consumers’ protection to increase the distance between these two genres.
- Proposals to revise the LCN Policy to give channel providers more flexibility; to simplify and clarify the Policy; to ensure efficient management of LCNs; and potentially to amend the process for allocating vacated LCNs.

We received 30 responses, from channel providers, multiplex operators, TV platform operators, an EPG broker company, an advertising sales company, a technology provider and two private individuals. 21 non-confidential responses have been published on the Digital UK website at www.digitaluk.co.uk/policy/consultations.

In reaching decisions, we have considered not only the weight of responses in favour of a particular option, but also the merits of arguments and any evidence presented by respondents.

1.3 Decisions

1.3.1 Proposals to reorder the LCN listing

We consulted on two options:

Option A – in which five genres would be required to move: Children’s, News, Text, Streamed services and Adult. The Adult genre would be required to move to the 670-699 range, after Text, Streamed, IP-delivered and Interactive services.

Option B – in which the same five genres would be required to move, but the relative order of genres would be retained.

We have decided to implement Option A, which had the support of the clear majority of respondents. In addition to creating enough space in each genre to cater for platform growth over the next three to four years, it also strengthens consumer protection by increasing the distance between the Children’s and Adult genres, and placing the Adult genre behind IP-delivered children’s services. The new genre ranges are set out below.

Table 1: new genre ranges from 2 August 2017

Genre	First LCN	Last LCN
General Entertainment	1	99
Freeview Information	100	100
HD	101	139
General Entertainment	140	199
Children's	200	229
News	230	249
Text	250	259
Streamed services (MHEG-ICS)	260	299
IP delivered services	300	599
Interactive services	600	609
SD simulcast area	610	669
Adult	670	699
Radio	700	750
Testing area	751	799
Reserved for manufacturer use	800	999

Some genres currently have several gaps in their listing: News, Adult, Text, and Streamed services. When the genres are moved to new LCN ranges, we will simultaneously 'shuffle-up' the channels in these genres to fill gaps and ensure that LCNs are being used efficiently. The relative order of channels within genres will be maintained.

We will use additional genre markers at the end of the Adult section to increase the number of 'clicks' required to scroll backwards from a radio service to an adult service.

Changes to the LCN listing will be co-timed to take place on **Wednesday 2 August 2017**. More information, including detail on the support that Digital UK will offer to channel providers and viewers, is in section 2.5 of this document.

It is important to note that viewers will not lose access to services if they do not retune, but will continue to see them at their old LCN.

1.3.2 Proposals to revise the LCN Policy

The clear majority of respondents supported our plan to give channel providers more flexibility to manage their portfolios to the benefit of viewers, and our intention to simplify the LCN Policy.

A new version of the LCN Policy will take effect immediately. The new Policy is at Appendix 1.

Rules concerning the allocation of LCNs

We have decided to:

- Introduce a 'minimum broadcast hours' requirement of 14 hours of audio-visual content per week. This will not apply in the Adult, Streamed services, Text or Radio genres. Channels which currently broadcast for less than 14 hours per week must comply with this rule by 3 April 2019 or (if later) upon the expiry of their current carriage agreement with a multiplex operator.

- Implement a new channel launch process. To ensure fairness for channel providers and to avoid poor outcomes for viewers and listeners, we have shortened the length of time for which a channel provider can ‘hold’ an LCN without using it.
- Implement our proposed rules allowing channels which are only available in some parts of the UK to share an LCN with other channels which are only available in other parts of the UK. Public service channels will be permitted to share with other public service channels (but not with non-public service channels). Non-public service channels will only be permitted to share with channels with which they are associated. In the case of some local public service channels, the channels may be licensed to serve distinct geographic areas, whereas in practice there may be some overlap in their actual coverage. In such cases, Digital UK retains the right to decide that the channels should nonetheless share an LCN.

Rules that govern channel moves and changes

We have decided to:

- Implement new, simpler rules that give channel providers more flexibility to reorder channels within their portfolios. Channel providers will be permitted to apply to reorder channels that are under common control and within the same genre, regardless of whether they are ‘associated channels’ or not. The emphasis of the rule will be shifted, such that Digital UK will have a presumption in favour of allowing changes to go ahead. Channel providers will be able to reorder their portfolio twice in a rolling twelve-month period (rather than once, as per the previous Policy).
- Use a general definition of ‘common control’ that is derived from the Companies Act 2006, as well as classifying channels as being under ‘common control’ if they have both 50% common shareholding and common branding.
- Allow channel providers to change the content and/or name of a channel, and nonetheless retain the original channel’s LCN so long as the updated channel remains appropriate to the genre in which it has been placed. This could mean replacing the channel with a new channel or a channel that already exists elsewhere but is not currently carried on the DTT platform. Channel providers may only submit one request to change the name of their channel in any 12-month rolling period.
- Retain our existing process for reallocating vacated LCNs. There was limited support for us undertaking a separate consultation on possible revisions to the process, such as replacing the current procedure with a transactional model or ‘beauty contest’.
- Strengthen our ‘shuffle-up’ procedures, so that we can undertake a ‘shuffle-up’ whenever we consider it necessary for effective and efficient management of the channel listing (but not so frequently that it would be to the detriment of viewers and listeners). The LCN Policy will also state that, while no channel is obliged to move to a new LCN under a ‘shuffle-up’ procedure, if they choose not to move, then the vacant LCN may be offered to another channel.

Policy clarifications

We have decided to:

- Clarify that children's and adult Streamed services² will be allocated an LCN within their relevant content genres; and that a channel in any DTT genre may link to supplementary content carried via IP, but this content must be licensed by an appropriate regulatory authority and suitable for the genre of the DTT channel.
- Amend Digital UK's appeals process, to make clear that a channel provider may appeal a decision only where its own channels are affected; that if a channel benefits from a decision and another channel appeals it, the beneficiary should have a right to make representations in the appeal; and that the appeals process applies only to decisions of the Digital UK LCN Group in the operation of the LCN Policy, not to broader policy decisions of Digital UK.

² Streamed services are those where audio visual content is delivered over IP but access is enabled via an MHEG or HbbTV application which is broadcast over DTT. They should not be confused with channels delivered entirely by IP – for which Digital UK does not currently allocate LCNs but we have reserved a range for third-party platforms to use.

2 Decisions on the LCN listing

2.1 Options in the consultation document

The consultation outlined two different options for reorganising the LCN listing. Both options addressed our assumed LCN capacity requirements for the next three to four years; one of the options (Option A) also increased the distance between the Children's and Adult genres.

Option A – in which five genres would be required to move: Children's, News, Text, Streamed services and Adult. The Adult genre's relative position in the listing would change, so that it would appear after Text, Streamed, IP-delivered and Interactive services.

Option B – in which the same five genres would be required to move, but the relative order of genres would be retained.

2.2 Consultation responses

Twenty-three out of 30 respondents expressed a preference for one option over the other; of these, 20 favoured Option A, and three preferred Option B.

Respondents who preferred Option A were in favour of increasing the distance between the Children's and Adult genres. UKTV felt that this would strengthen consumer protection measures and provide a better viewer experience. The BBC, Channel 4 and a confidential response all argued that it would bring the Digital UK listing into line with other UK TV platforms; the BBC presented an analysis of the position of the Adult genre as compared to other UK TV platforms to demonstrate this point.

Channel 4 argued that moving the Adult genre towards the end of the EPG will reduce the likelihood of it having to move again at some point in the future.

A confidential response presented evidence of consumer concern about having to navigate through adult channels to reach Text services.

Boxbeat Media presented evidence about projected future growth in the Text genre, which indicated that our assumptions about the required capacity for this genre were incorrect. Option B would therefore risk 'breaking' the Text genre and require an overflow.

One adult provider, Cellcast³, responded on behalf of six of the nine adult channels on the platform. Cellcast favoured Option B and argued that Option A would seriously affect its business by making the Adult genre more difficult for viewers to find. Cellcast presented evidence which it considered demonstrated that previous moves of the Adult genre had led to a loss of revenue for Cellcast's channels.

³ Cellcast submitted two identical responses, on behalf of two companies – Game Network BV and Square 1 Management Ltd.

Cellcast argued that since most children are likely to be asleep after 10pm, an “incredibly small percentage of the population” is likely to be watching children’s channels while adult channels are on-air.

Cellcast argued that Option A would make DTT the only platform where “television content” is below Text or Interactive services.

Cellcast challenged the methodology of the Ipsos research which showed a viewer preference for the Children’s and Adult genres to be kept apart. Cellcast argued that we should have asked for individuals’ own preferences rather than how they want channels to be ordered for society’s sake. Cellcast also argued that “asking viewers to list seven genres in preferential order can hardly be the same as viewers being asked to view [Options A and B]”. Cellcast also challenged our use of this research, since (for example) the research suggested that viewers would like the News genre to be ahead of the Children’s genre but we are not proposing such a change.

Arqiva favoured Option B, saying the platform is first and foremost DTT in nature, and no DTT channels should be displaced or re-ordered behind IP-delivered channels.

Arqiva and Cellcast both drew attention to the fact that Option A would place the Adult genre next to BBC Radio 1, which – as Cellcast points out – is a youth-oriented service⁴. The BBC also raised this as a “slight concern” but suggested adding further genre markers between the Adult and Radio genres to mitigate this.

A confidential respondent preferred Option B as it would create a larger ‘SD simulcast area’ than Option A.

A confidential response from a news channel provider did not support either Option A or Option B, as both options require the News genre to move. This respondent argued that News should stay where it is, with General Entertainment being split around the HD and News genres, and it presented an alternative option to this effect. It argued that Options A and B would both harm its revenues. It also argued that News moved as recently as 2014, and therefore should not move again.

Canis Media and a confidential respondent did not agree that the HD genre should remain in its current position, as proposed in both options.

YouView and BT suggested that we should have taken the opportunity to integrate IP-delivered services into their relevant content genres, and Synapse made a similar case regarding Streamed services. The BBC encouraged Digital UK to continue monitoring viewer behaviour and the development of channels and the platform with a view to undertake a future consultation on the listing of IP-delivered services.

Channel 4 and a private individual respondent argued that we should create a Shopping genre.

⁴ BBC Radio 1 is targeted at 15-29 year olds, with some programming targeted at younger teenagers: http://www.bbc.co.uk/bbctrust/our_work/services/radio/service_licences/bbc_radio_1.html

There were no objections to our proposal to reserve the first LCN at the beginning of the Children's genre (LCN 200 in Options A and B) and the News genre (LCN 230 in Options A and B) for future use to aid viewer navigation and content discovery.

2.3 Consideration of responses

The very large majority of responses favoured Option A. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

2.3.1 Position of Adult relative to Children's

Having assessed the responses, we continue to believe that we should increase the distance between the Children's and Adult genres, as per Option A.

We have considered whether that distance could be increased under Option B, using additional genre markers between the News and Adult genres. However, we do not believe that would represent an efficient use of LCNs; our assumption is that News and Adult will each require 20 LCNs during the period of this review, which is the precise number of LCNs available under Option B, so there is no scope for further markers to be added, either at the end of News or the beginning of Adult.

We note Cellcast's point that many children are likely to be asleep after 10pm, when adult channels begin broadcasting. Nonetheless, we believe the proximity of Children's to Adult is problematic, particularly given that some children's channels (Pop and Tiny Pop) now broadcast 24 hours per day. We also note that, even during the daytime, children could find the programme synopses for adult services, which contain references that are not suitable for young viewers.

We disagree with Cellcast's argument that the Ipsos research was flawed. We believe it was appropriate and valid to ask individuals to consider the impact on society of the channel listing: if someone does not have children, or finds it easy to hide adult channels on their own equipment, they may not have a personal preference for the position of channels but may nonetheless believe that they should be positioned away from the Children's genre. We also believe it was appropriate to ask individuals to list genres in preferential order, since the purpose of the research was to help us to establish principles while we were formulating the options upon which we would consult. We used their answers indicatively, and considered them alongside other factors including viewers' preference for a familiar order, our guiding principle of minimising disruption, and the fact that 89% of those surveyed agreed that "adult channels should be kept apart from children's channels". We note Cellcast's observation that viewers placed News second in their preferred listings, but it would not have been proportionate to use viewers' preferences to radically realign the entire genre listing structure. Indeed, respondents favoured placing Adult last in the listing, behind Radio.

The consultation responses have also persuaded us that Option A would be more in line with other UK TV platforms' listings than Option B. Cellcast argues that other platforms do not place Adult behind Text or Interactive genres; however, we note that the other UK television platforms do not have genres called 'Text' or 'Interactive', but they all place the Adult genre close to the end of the listing.

We continue to believe that the Adult genre should be placed behind IP-delivered children's services. We note Cellcast's argument that, rather than moving the Adult genre behind IP-delivered services, we could have integrated IP-delivered children's services into the main Children's genre. However, while those services would have been placed ahead of Adult, they would still have been close to Adult so the consumer protection benefits would have been limited. Meanwhile, a number of complex issues would be raised by IP integration, and we did not feel the time was right for this consultation to address those questions given the relatively low proportion of viewers with connected, compatible equipment that can receive IP-delivered channels⁵.

We have noted Arqiva, Cellcast and the BBC's concerns that Option A places the Adult genre next to BBC Radio 1. We believe this can be adequately mitigated through the use of additional genre markers at the end of the Adult genre, which would increase the number of 'clicks' required to scroll backwards from BBC Radio 1 to an adult service. Option A provides sufficient space at the end of the Adult genre for markers to be added, while still allowing more than enough LCNs for the future expansion of the Adult genre.

We also agree with Channel 4's point that Option A could minimise future disruption for the Adult genre. Both Options A and B should provide certainty for the next three to four years. However, if Adult is placed as per Option B, it is more likely that it will be required to move following our next strategic review (for instance, if technology advances such that far more channels appear in the listing, requiring more space within genres). In the meantime, there would be a risk under Option B that regulatory intervention or a volume of consumer complaints could lead to us having to consider moving Adult again to increase the distance between Children's and Adult.

2.3.2 Providing sufficient capacity for the Text genre

We have noted the evidence from Boxbeat Media suggesting that Option B does not provide enough capacity for the likely future requirements of the Text genre. We consider this a strong argument in favour of Option A.

2.3.3 Effect on Cellcast's business model

We have carefully considered the arguments and evidence put forward by Cellcast that Option A would be severely detrimental to its business model. Whilst Cellcast's evidence showed that it had experienced declines in DTT revenues in recent years, that evidence did not make clear to what extent those reductions in its revenue were caused by LCN moves, rather than other factors. It is notable that no other adult providers responded to the consultation.

We note that part of Cellcast's concern is that viewers without IP connected equipment must scroll through many LCNs in the IP range, which Cellcast argues would be a poor viewer

⁵ For information on the number of connected DTT receivers, see section 2.6.2 of the consultation document:

http://www.digitaluk.co.uk/_data/assets/pdf_file/0017/89000/LCN_consultation_October_2016.pdf

experience. However, viewers who cannot receive these channels will not have to scroll through them – the LCNs do not appear in the listing for viewers who cannot access them.

Overall, we do not believe that sufficiently strong evidence of a detrimental effect on adult providers was presented which would outweigh the weight of responses and the strength of arguments and evidence in favour of Option A. However, we will take reasonable steps to ensure a smooth transition to the new listing for the Adult genre. In addition to the help and support we will give to all channels (see section 2.5 below), we will arrange for markers to appear in the LCNs formerly occupied by adult channels, informing viewers of the genre's new position. This facility was not available to adult channels when they undertook previous LCN moves, but it was used for Children's and News genre moves in 2014 and helped viewers to adjust to the new listings with minimal disruption.

2.3.4 News channel provider's arguments

The alternative listing proposed in a news channel provider's confidential response would not, in our view, be viable. The proposal would in effect mean there was no distinction between the News and General Entertainment genres. We know from the Ipsos research that viewers value the grouping of channels into genres. The proposal would also change the relative order of the News and Children's genres. Again, the Ipsos research tells us that viewers value a familiar order. Meanwhile, it would not be fair to change the relative position of Children's without a strong rationale (and minimising disruption to News providers does not, in our view, constitute a sufficiently strong rationale). In addition, moving News ahead of Children's would reduce the size of the 'buffer' between the Children's and Adult genres. This remains an important consideration even if Adult moves behind Text, Streamed, IP-delivered and Interactive services, because IP channels are invisible to most viewers and the number of LCNs used by the Streamed and Interactive genres has tended to decline in recent years.

The news provider referenced above, along with Canis Media, an individual respondent, and another confidential response queried why, in both Options A and B, the HD genre maintained its current position. As outlined in the consultation document, we consider it acceptable for viewers without HD equipment (who do not see HD channels) to experience a continuous list of SD General Entertainment channels; while those with HD equipment will see a channel listing with SD General Entertainment channels first, followed by HD channels, followed by more SD General Entertainment channels. Whereas we have attempted to create confidence that other genres will not have to move in the next three to four years, the position of the HD channels remains under review. Given that we will continue to consider if, when and how HD channels might be integrated into the main listing, we felt it would not be appropriate to move them now. If the HD channels do move into content genres, then the General Entertainment genre will again become continuous for all viewers (something that is not possible in the news provider's proposed alternative listing).

We note the news provider's claims that either Option A or Option B would affect its business model. However, it has not presented evidence to back this assertion, and has not challenged our analysis of the impact on BARB data of the 2014 genre moves. Our analysis showed that: there was a small negative short-term effect on channels' reach, but little evidence of a significant impact on channels' reach over the medium term; there was no noticeable effect on channels' share; and there was little evidence of an effect on channels' average audience.

We also note that no other news channel provider objected to our proposals to move the News genre.

While we recognise that the News genre, along with the Children’s genre, moved as recently as 2014, those moves were decided upon following a consultation in 2012, and delayed for the benefit of news channel providers.

2.4 Decisions

Given the weight of responses, the strength of the arguments and the evidence presented in favour of Option A, we have decided to implement that option.

Table 2: new genre ranges

Genre	First LCN	Last LCN
General Entertainment	1	99
Freeview Information	100	100
HD	101	139
General Entertainment	140	199
Children’s	200	229
News	230	249
Text	250	259
Streamed services (MHEG-ICS)	260	299
IP delivered services	300	599
Interactive services	600	609
SD simulcast area ⁶	610	669
Adult	670	699
Radio	700	750
Testing area	751	799
Reserved for manufacturer use	800	999

LCNs 200 and 230 will be reserved for future use to aid viewer navigation and content discovery. The first children’s channel in the listing (CBBC) will appear at LCN 201, and the first news channel (BBC News) will appear at LCN 231; other channels in each genre will follow in the same relative order as in the current listing.

Some genres currently have several gaps in their listing: News, Adult, Text, and Streamed services. When the genres are moved to new LCN ranges, we will simultaneously ‘shuffle-up’ the channels in these genres to fill gaps and ensure that LCNs are being used efficiently. The relative order of channels within genres will be maintained.

Regarding the integration of IP-delivered services into their relevant content genres, and the possible creation of more granular genres, Digital UK will continue to monitor the evolution of

⁶ We may in the future, following a further consultation, decide that HD channels should appear to those viewers who can receive them in the LCN currently allocated to their SD equivalent, with the SD version moving to an area in a much higher LCN. We think it prudent to preserve a space now for an SD simulcast area, in order to keep the option viable.

the platform and viewer preferences in the coming years and decide whether, and when, it may be appropriate to consult on these matters.

2.5 Implementing the changes

Changes to the LCN listing will be co-timed to take place on **Wednesday 2 August 2017**. In accordance with the LCN Policy, this allows time for appeals and a minimum eight-week period from the date of the consultation statement before any changes to the LCN listing are implemented.

One of our LCN Policy objectives is to give channel providers the opportunity to reach viewers and listeners, and one of our guiding principles is to minimise disruption. We recognise that when channels change their LCN allocation, some viewers may need help to find services at their new location and that channel providers need time to prepare for such events.

While many TV receivers will detect channel changes and adjust accordingly, some equipment will continue to show the channel at its old LCN and will require the viewer to carry out a retune to keep their TV guide up to date. Consumer research carried out on behalf of Digital UK before and after digital switchover found that the clear majority of those who have retuned their equipment found it easy. **It is important to note that viewers will not lose access to services if they do not retune, but will continue to see them at their old LCN.**

Digital UK, working with Freeview, will co-ordinate the technical changes and provide support through a national retune campaign. We will follow a similar model used successfully to support the Children's and News genre moves in 2014. Activity will include on-screen retune messages deployed by public service broadcasters, provision of information on the Freeview website, online advertising, social media activity, PR, and troubleshooting advice via a team of agents at the Freeview Advice Line.

We will work closely with the channel providers affected on how they can also inform their viewers, and we will ensure that all channel-led activity is co-ordinated with the wider campaign.

3 Proposals to revise the LCN Policy

3.1 Introduction

We outlined proposed revisions to the LCN Policy that governs the way in which LCNs are allocated to channels.

The revisions were intended to give channel providers more flexibility; to simplify and clarify the Policy; and to ensure efficient management of LCNs.

3.2 Amendments to rules concerning the allocation of LCNs

3.2.1 Minimum broadcast hours

Proposal

- In order to be allocated or retain an LCN, channels must broadcast a minimum of two hours per day or 14 hours per week of audio-visual content via DTT. A static slate does not count as visual content for the purpose of this rule. However:
 - this rule does not apply to channels in the Adult genre, the Streamed services genre, the Text genre or the Radio genre; and
 - channels which were broadcasting on the DTT platform for less than 14 hours per week prior to [the date on which this rule change comes into effect] must comply with this rule by [date two years after this rule comes into effect] or (if later) upon the expiry of their current carriage agreement with a multiplex operator.
- A channel may reduce its broadcast hours to beneath this threshold for up to 12 weeks, accrued in any 12-month rolling period. The channel provider should (where circumstances permit) notify Digital UK in advance in writing before reducing its broadcast hours. If a channel falls below the minimum broadcast hours for more than 12 weeks accrued in any 12-month rolling period then, upon notice from Digital UK to the channel provider, its LCN will be withdrawn.

Responses

Nineteen responses were in favour of the proposal, and four were against. Of those against, two thought that we should adopt a higher weekly minimum than that proposed, and one thought we should adopt a slightly lower threshold of 12 hours per week. One respondent, Expert Media Partners, thought that we should not adopt a minimum at all, as having no minimum allows broadcasters to 'test the platform'.

Consideration of responses

The clear majority of responses were in favour of our proposals. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

Only one response was opposed to the idea of any minimum broadcast hour requirement, and that response did not present any evidence that the requirement would have any adverse effects on viewers, the platform, or any current or prospective channel provider.

Decision

We have decided to implement the proposal.

3.2.2 Launch process

Proposal

- The earliest a channel provider can apply for an LCN should be eight weeks before its intended channel launch date. (Channel providers will still be welcome to discuss their application with Digital UK at any time in advance of this.)
- We cannot begin the process of allocating an LCN until the channel provider has given us a completed application form, a copy of its broadcast licence, and details of its arrangements to provide schedule data information, and has arranged for its multiplex operator to confirm that it has DTT capacity. Once this paperwork is received, it will usually take two weeks for us to allocate an LCN to the channel.
- A channel provider should apply for an LCN not later than four weeks before its intended channel launch date. Applications received after the four weeks would not be rejected, but would risk not meeting their intended launch date.
- Digital UK will only process an application when the eligibility criteria have been met as set out in the LCN Policy.
- We would allow a channel eight weeks to launch following its proposed launch date. If the channel does not launch within this period, the LCN allocated will be forfeited by the channel provider.

Responses

Seventeen responses were in favour of the proposals, and three were against.

Of those against, a confidential respondent said that it would like to be able to apply for an LCN more than eight weeks before launch. Viacom agreed with our assessment that the current timescales are too long in total, but believed that the solution could be slightly different from the one we proposed: Viacom said channel providers should be able to apply for an LCN 12 weeks before launch, but beyond their intended launch date they should only be permitted to delay by four weeks. UKTV argued that channel providers should be permitted to apply for an LCN 12 weeks before launch, and also delay a launch by up to 12 weeks.

Consideration of responses

The clear majority of responses were in favour of our proposals. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

Those opposed were mainly concerned that the new process would not give them enough time to prepare for a channel launch. However, we would note that channel providers will continue to be welcome to engage with Digital UK as far in advance of a proposed launch as

they choose, and prepare their application so that it is ready to be submitted on the earliest possible date. We would also note that, in practice, channel providers have rarely submitted applications more than eight weeks prior to their proposed launch date.

Decision

We have decided to implement the proposal.

3.2.3 Sharing an LCN

Proposals

- Where channels broadcast to distinct areas of the UK, and their coverage does not overlap (except in the case of some local public service channels, see below), those channels may share an LCN if:
 - all of the channels under consideration are public service channels, or
 - all of the channels under consideration are associated with one another.
- Digital UK may, in the interests of LCN efficiency and viewer benefit, require that channels which meet these criteria share an LCN.
- Where channels share an LCN and one channel expands its coverage such that it overlaps with the coverage of one or more other channels on the LCN (except in the case of some local public service channels, see below), the expanding channel must apply for a new LCN.
- In the case of some local public service channels, while the channels may be licensed to serve distinct geographic areas, in practice there may be some overlap in their actual coverage. In such cases, Digital UK may decide that the channels should share an LCN.

Responses

Seventeen respondents were in favour of the proposals, with four against.

While agreeing with the proposal, Nimux and STV both suggested that we should define what level of overlap between services would be acceptable.

Of those against, COBA and a confidential respondent queried why public service and non-public service channels may not share an LCN, arguing that the problem we outlined in the consultation document only arises if the public service channel moves LCN and that rules could be devised to address this without prohibiting all such mixed LCN sharing. The confidential respondent said our proposal could lead to inefficient LCN allocation, with (for example) a prominent LCN being vacant in England, Scotland and Wales because it was used by a public service channel in Scotland.

COBA also objected to the proposed rule on the grounds that – by its understanding of the rule – non-public service channels could share with public service channels with which they are associated; COBA argued that this would confer an unfair advantage on those channels. However, this would not be permitted under the new proposal – the definition of ‘associated channels’ specifically excludes public service channels. No non-public service channel would be permitted to share with any public service channel, even if they are under common control and have common branding.

Expert Media Partners (EMP) did not agree with the proposals, arguing that the proposals would “have a direct and negative impact on the secondary market in capacity”, and that “the ability to launch smaller new and exciting services at lower cost” is part of what makes Freeview dynamic.

A confidential response disagreed with our proposal in relation to LCN sharing between local public service channels whose coverage overlaps. It drew attention to an area in England where there would be a degree of overlap between two local public service channels, and argued that – if the services were required to share an LCN – it would have a severe detrimental effect on the channels’ ability to reach audiences.

Consideration of responses

The clear majority of responses were in favour of our proposals. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

We do not propose to adopt the suggestion made by Nimux and STV that we should define what level of overlap between services would be acceptable. We do not believe it would be possible to define precisely in advance all the factors that would make an overlap acceptable or not acceptable in a particular case. Digital UK is bound to make any decision as to whether or not an overlap is acceptable in a fair, reasonable and non-discriminatory manner.

We believe that a blanket prohibition on non-public service channels sharing with public service channels is necessary to avoid non-public service channels benefiting unfairly from public service prominence. For example, say a public service channel occupied LCN 15 in Wales only, and the LCN was vacant in Scotland. If a non-public service channel then launched in Scotland, it should not be able to move into that prominent position, ahead of other channels.

EMP did not provide enough evidence to show that the rule would affect the market in secondary capacity to lead us to change our position.

Regarding local public service channels, the policy outlined in our March 2016 ‘Statement on the allocation of LCN 7’ continues to apply: “The channel reservation for Local TV at 8 will apply to all new Local TV services launched after the date of this decision. However, where a geographic PSB vacancy exists, as is currently the case in England and Northern Ireland at LCN 7, Local TV services will also be offered the opportunity to launch into that vacancy in accordance with the Policy.”

Local public service channels enjoy a more prominent position in our listing than on any other UK TV platform. Our proposed rule helps to ensure that all local public service channels will be able to access that position. For example, if there were overlapping services in Wales, where LCN 7 is not available, both would be allocated to LCN 8. If the channels were not permitted to share as per our proposed new rule, one of them would have to be allocated an LCN in a much less prominent position.

Decision

We have decided to implement the proposals.

3.3 Proposed changes to rules that govern channel moves and changes

3.3.1 Key definitions

Proposals

We proposed this definition of ‘common control’:

“Channels will be considered to be under ‘common control’ where they are owned or controlled by companies in the same corporate group. The corporate group consists of a holding company and all its subsidiaries, the terms ‘holding company’ and ‘subsidiary’ having the meanings given in section 1159 of the Companies Act 2006. In addition, where a holding company directly or indirectly holds 50% of the voting rights in a channel which does not otherwise fall within the definition of ‘subsidiary’ in section 1159 of the Companies Act 2006, that channel will be treated as under common control with any of the holding company’s subsidiaries with which the channel in question has common branding.”

Responses

Twenty-one respondents were in favour of the proposal, with only one against. A confidential response opposed the definition, arguing that if a company is not considered a ‘holding company’ or ‘subsidiary’ as per the Companies Act definition, then it should not be considered under ‘common control’ even if it has 50% voting rights and common branding.

Consideration of responses

The clear majority of responses were in favour of our proposals. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

The confidential response that opposed the proposal did not substantiate its argument or offer further evidence for its position.

Decision

We have decided to implement the proposal.

3.3.2 Vacated LCNs

Clarifying the order in which public service channels will be offered vacated LCNs

Proposal

- Explicitly state that vacated LCNs will be offered “to a public service channel at a higher LCN within the genre, starting with the public service channel that is nearest to the vacant LCN, and then to the next nearest and so on until it has been offered to all public service channels at higher LCNs within the genre”.

Responses

Twenty-one responses were in favour of this proposal, and one response was against.

A confidential response argued that this rule gives an unfair advantage to public service channels, and prevents non-public service channels from moving to a lower LCN.

Synapse requested clarification that the rule should only apply to public service channels, and not to non-public service channels that are controlled by public service broadcasters. We can confirm that it will only apply to public service channels as identified in accordance with section 310 of the Communications Act 2003, and HD simulcasts thereof.

Consideration of responses

The clear majority of responses were in favour of our proposals. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

We note the confidential response that claimed the rule is unfair to non-public service channels. However, the rule meets our objective of “ensuring the ongoing prominence of broadcast public service channels”, which derives from our Ofcom licence obligations and ultimately from the obligations upon us pursuant to the Communications Act 2003. Although Ofcom is not prescriptive about how the ‘appropriate prominence’ requirements should be met, one example given by Ofcom is “giving public service channels first refusal on vacant listings”.

Decision

We have decided to implement the proposal.

Separate consultation on revising Stage 3 of the vacated channels process

Proposal

- Consider undertaking a separate consultation on possible revisions to the third stage of the vacated channels process; such as replacing the current procedure with a transactional model or ‘beauty contest’. That consultation would also consider limiting the application of the second stage (associated channels rule) so that it applied to two positions either side of a vacated LCN, rather than the current five.

Responses

There was limited support for the idea of consulting on revising the third stage of the vacated channels process.

Transactional model

Eight responses were in favour of consulting on a transactional model as described in the consultation document. Of these responses, two nonetheless expressed concerns about how the model might work in practice: Arqiva wanted to ensure that channels that were not owned by public service broadcasters would not be disadvantaged; and ITV was concerned about the potential administrative burden on Digital UK.

Eight responses were opposed to the idea of a transactional model. Of these, Cellcast and a confidential response argued that such a model would favour the best-funded providers; BT and YouView did not feel that viewers would benefit; Synapse felt the model would introduce market distortions; and a confidential response argued that Digital UK would not be entitled to invite bids for LCNs.

A further four responses rejected a transactional model as described in the consultation document, but supported a different type of transactional model, whereby the LCN became the asset of the channel provider and could be traded.

'Beauty contests'

Three responses were in favour of consulting on a 'beauty contest' model: an individual respondent, and two confidential respondents.

Ten responses opposed the idea: BT and YouView did not feel that viewers would benefit. Cellcast, COBA, ITV, QVC, UKTV and three confidential respondents echoed the concerns we outlined in the consultation document about the necessarily subjective nature of a 'beauty contest'. ITV was also concerned about the anticipated high administrative burden for both Digital UK and applicants.

Alternative model

Viacom welcomed the idea of changing from the current mechanism, but did not approve of either a transactional or a 'beauty contest' model as outlined in the consultation, preferring a hybrid model.

Consideration of responses

Both models outlined in the consultation document were opposed by a significant number of responses, with strong arguments presented against both.

Decision

We have decided not to pursue a consultation into revising the third stage of the vacated channels policy at this time. Since any amendments to the second stage would only be considered alongside changes to the third stage, the existing rules will remain in place.

Timescale for completing moves

Proposal

- Any channel that already has an LCN on the platform which is allocated a different LCN under any of the vacated LCN processes will have eight weeks to complete its move following the allocation, or it will lose the right to use the vacated LCN.

Responses

Twenty-one responses were in favour, and two against. UKTV and a confidential response felt that eight weeks is too short a timeframe. Another confidential response, while supporting the

proposal, felt that channels should be able to apply for an extension if extenuating circumstances apply.

Consideration of responses

The clear majority of responses were in favour of our proposals. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

We note that channels have, in the past, always completed such a move within eight weeks.

Decision

We have decided to implement the proposal.

3.3.3 Requests to reorder channels

Proposals

- Digital UK will consider all applications to reorder channels that are under common control and in the same genre. The channel provider should set out its preferred date for the channel changes and explain its rationale for requesting the change, and Digital UK will usually permit it unless:
 - The channel provider's annual limit of channel reordering has already been met, or
 - Digital UK believes that proposed changes would not be in the best interests of viewers and listeners and/or the platform. For example, Digital UK may decide it would not be in the best interests of viewers for a part-time channel to move into a more prominent position and a full-time channel into a less prominent position, or for a channel that is only available to a minority of viewers to move into a more prominent position and a channel that is available to the majority of viewers to move into a less prominent position.
- Where a timeshifted channel (e.g. a +1 service) moves or launches into a vacated LCN, and this move results in the timeshifted channel appearing in a lower LCN than the channel of which it is a timeshift, the channel provider may reorder the two channels without this counting towards the limit of its annual channel reordering.
- A channel provider may reorder channels under this rule on no more than two occasions in any 12-month rolling period.
- The timing of any channel reorder must be agreed with Digital UK. Where possible, Digital UK will seek to co-time the reordering with other changes to the platform to minimise disruption for viewers and listeners.
- As soon as a channel has been allocated an LCN, Digital UK considers that it is using its LCN for the purpose of these rules, even if the channel has not yet launched.
- Channel providers may reorder the LCNs of two or more of their channels and then close one of the affected channels.

Responses

Twenty-two respondents were in favour of these proposals.

UKTV agreed with the proposals, except that it did not agree that Digital UK should be able to prevent a channel provider from re-ordering its channels if Digital UK believes that proposed changes would not be in the best interests of viewers and listeners and/or the platform. UKTV argued that, if Digital UK does not agree with proposed changes, it should enter into correspondence with the channel provider to discuss solutions.

EMP suggested that a channel provider should be able to reorder multiple channels in its portfolio at the same time, and have this count as a single reordering; we can confirm that is the case. UKTV suggested we make this explicit in the Policy.

Consideration of responses

The clear majority of responses were in favour of our proposals. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

We note UKTV's objection to Digital UK retaining a right to refuse to allow a reordering. We can assure all channel providers that, if Digital UK does not agree with a proposed reordering, we will correspond with the channel provider in question and attempt to agree solutions.

Decision

We have decided to implement the proposals. We have made clear in the Policy that a channel provider may reorder multiple channels in its portfolio at the same time, and have this count as a single reordering.

As stated in the consultation document, we will review the rule after 18 months and assess whether it should revert to a limit of one set of changes per year, or whether we could allow even more changes per year.

Reordering of public service channels

We invited stakeholders' views on whether we should extend the channel reordering rule to include public service channels.

Responses

Twelve respondents believed that we should extend the channel reordering rule to include public service channels.

Of these, QVC, COBA and a confidential respondent argued that public service channels should not be allowed to reorder with non-public service channels with the same ownership.

In addition to the twelve responses in favour, Cellcast gave qualified support for extending the rule. It understood that public service broadcasters require flexibility in their portfolios, but felt that, before a reordering of public service channels is approved, other channels that may be impacted should have the opportunity to provide feedback.

Four respondents did not believe that public service channels should be permitted to reorder their services. ITV argued that public service channels already benefit from our prominence rules, which mean that they launch at the lowest available LCN and can also move into lower LCNs that become vacant over time. It felt that extending the reordering rule to include public

service channels would give public service channels more opportunities to improve their prominence, which could reduce revenues for the commercial sector and ultimately might not be beneficial for viewers.

Viacom argued that, as the BBC is the only provider that would currently benefit from a rule change, the BBC might be able to benefit ahead of other public service channels. Viacom recognised that there are no actual current situations where this would apply, but on balance felt that it would prefer us to retain the status quo.

Canis Media and a confidential respondent also did not believe we should extend the rule to include public service channels, but did not provide further arguments.

STV had no view on whether public service channels in general should be permitted to reorder, but it did agree that those at LCNs 1-5 and 101-105 should be prohibited from reordering, because of viewer expectations of where to find those services. STV agreed that non-public service channels should not be permitted to reorder with public service channels. STV also requested clarification that, if a channel geographically shares an LCN with a channel from another provider, either provider could only reorder the channels that it controls, with other channels co-located on the same LCN remaining unaffected.

Consideration of responses

The majority of responses were in favour of extending the channel reordering rule to include public service channels.

We note the comments from QVC, COBA and a confidential respondent, and we confirm that the rule would continue to prohibit swapping between public service channels and non-public service channels, even if they are in the same genre, under common control and have common branding.

We can also confirm that, in the case of geographically shared LCNs, a channel operator could only reorder the channels that it controls, with other channels co-located on the same LCN remaining unaffected.

We also note the concerns raised by Cellcast, ITV and Viacom. As with any reordering, Digital UK will not approve an application that it believes would not be in the best interests of viewers and listeners and/or the platform. In the case of an application by a public service broadcaster to reorder its portfolio, we would consider the potential impact on other channels before approving the change.

Decision

We have decided to extend the channel reordering rule to include public service channels. However, those at LCNs 1-5 and 101-105 may not be reordered, and public service channels may not be reordered with non-public service channels.

3.3.4 Channels changing name and/or content

Proposal

- Channel providers may change the content and/or name of a channel, and nonetheless retain that channel's LCN so long as it remains appropriate to the genre in which it has been placed. This could mean replacing the channel with a new channel or a channel that already exists but is not currently carried on the DTT platform.
- To minimise disruption on the platform, channel providers may only submit one request to change the name of their channel in any 12-month rolling period. This request may be for a temporary name change, i.e. one where the channel changes its name at a certain date and reverts to the old name at a certain date.
- If, at any time, Digital UK finds that a channel has changed such that it would be more appropriately placed in a different genre, the channel may be moved to that genre. It will be allocated an LCN within that genre, according to the usual rules for LCN allocation.

Responses

Twenty-one respondents agreed with these proposals. In addition, BT, UKTV, YouView and a confidential respondent welcomed the flexibility these rule changes would give to channel providers but did not agree they should be limited to one such change per year.

The BBC could see the benefits of giving channel providers more flexibility, but expressed concern that channel providers could withdraw a channel from the DTT platform (for example, to take advantage of an exclusivity contract with a pay-TV platform) and nonetheless retain its LCN by changing the channels' name and reducing its broadcast hours to the minimum possible under the LCN Policy.

Arqiva argued that it must be made clear that it is the broadcaster, rather than an individual channel 'brand' which is the entity that has the agreement with Digital UK for an LCN.

Consideration of responses

The clear majority of responses were in favour of our proposals. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

We note the BBC and Arqiva's concerns. As stated in the consultation document, this rule would be assessed after 18 months of operation to see if it had resulted in adverse effects for viewers, listeners and the platform.

Decision

We have decided to implement the proposal.

Channel providers should note that we do not permit LCNs to be traded between channel providers, and none of the changes should be taken as an indication of a change in this position.

3.3.5 'Shuffle-ups'

Proposal

- Where vacated LCNs have not been filled using the vacated LCN procedures, Digital UK may undertake a 'shuffle-up procedure'. The channel in the next highest LCN will be offered the opportunity to move into the vacant LCN. They will usually be given two weeks to decide whether to take up the offer. No channel will be obliged to move, but if the offeree chooses not to move then the vacant LCN may be offered to the channel in the next highest LCN.

Responses

Twenty-three respondents were in favour of this proposal, with none against.

Decision

We have decided to implement the proposal⁷.

3.4 Policy clarifications

3.4.1 Streamed services

Proposals

- Children's and adult streamed services⁸ will be allocated an LCN within their relevant content genres.
- A channel in any DTT genre may link to supplementary content carried via IP, but this content must be licensed by an appropriate regulatory authority and suitable for the genre of the DTT channel.

Responses

Twenty-one respondents agreed with these proposals.

Synapse and Boxbeat Media did not disagree with the proposals, but argued that we should go further and integrate all streamed services into their relevant content genres.

EMP argued that this area requires a separate and detailed consultation, for example because the regulatory landscape around video-on-demand content is changing.

⁷ For the avoidance of doubt, if channels are required to 'shuffle-up' following a consultation, then those 'shuffle-ups' will be mandatory.

⁸ Streamed services are those where audio visual content is delivered over IP but access is enabled via an MHEG or HbbTV application which is broadcast over DTT. They should not be confused with channels delivered entirely by IP – for which Digital UK does not currently allocate LCNs but has reserved a range for third-party platforms to use.

Consideration of responses

The clear majority of responses were in favour of our proposals. Alongside the weight of responses, we have also considered the merits of arguments and any evidence presented by respondents.

We note the responses from Synapse, Boxbeat Media and EMP. Digital UK will continue to monitor the evolution of the platform, viewer preferences and the regulatory landscape in the coming years and decide whether, and when, it may be appropriate to consult again on these matters.

Decision

We have decided to implement the proposals.

3.4.2 Policy drafting

We asked respondents whether they had any further comments on the drafting of the revised LCN Policy.

In particular, we highlighted that the new Policy will emphasise that an LCN is not the asset of a channel provider and may not be sold; and that the appeals process will be amended.

Responses

There was no feedback to the particular matters we highlighted.

Cellcast suggested an amendment to the section that says: “Previous decisions of Digital UK regarding the allocation of LCNs prior to the adoption of this version of the Policy will not be considered relevant in the interpretation of this Policy and will not bind Digital UK as precedent.” Cellcast suggested we state that previous decisions will be taken into account if facts and circumstances are similar to allow Digital UK to do so.

Cellcast also raised concerns around the section that says Digital UK “reserves its right to conduct an expedited consultation process where there are deemed to be, or might be, consumer protection issues”. Cellcast requested that this be documented properly so that consumer protection is not put forward as a reason to speed up a consultation process without good, evidenced grounds for doing so.

Viacom pointed out that no mechanism is set out for how a channel leaves the platform, in terms of notifying Digital UK, any required notice period, and similar considerations.

Consideration of responses

We do not consider that it is necessary to state, as Cellcast proposed, that previous decisions will be taken into account if the facts and circumstances are similar to allow Digital UK to do so. Digital UK will continue to apply and update the Policy in a fair, reasonable and non-discriminatory manner, as per our regulatory obligations. However, we also need to retain the flexibility to make changes to the LCN listing and to the Policy over time as the platform evolves.

If we decide to use an expedited consultation process in the future, then we will clearly lay out our grounds for doing so.

Channels' responsibilities upon leaving the platform are laid out in the LCN Allocation Terms and Conditions and there would not, in our view, be benefit in duplicating them in the LCN Policy.

Decision

We will implement the new version of the Policy as per Appendix 1 of this document.

3.5 Implementing the changes

The new version of the LCN Policy reflects the decisions we have taken as a result of the consultation, and applies with immediate effect.

Appendix 1 – LCN Policy v 6.0

Version 6.0, 3 April 2017

This Policy supersedes all previous versions.

1 INTRODUCTION

- 1.1 Digital UK supports Freeview and channels, providing viewers with information about their options for receiving terrestrial TV and advice on reception and equipment. Digital UK also handles day-to-day technical management of the Freeview Electronic Programme Guide ('EPG'), allocates logical channel numbers ('LCNs') and manages the launch of new services onto the digital terrestrial television ('DTT') platform.
- 1.2 Digital UK holds Ofcom licences to provide an EPG⁹ and allocates LCNs to a wide range of different services on the DTT platform, e.g. television, radio, text and interactive. For the sake of convenience, all DTT services are referred to within this Policy as 'channels' and those who provide such services are referred to as 'channel providers'.
- 1.3 This Digital UK LCN Policy (the 'Policy') governs the way in which the Digital UK LCN Group (the Digital UK-member approval forum) will allocate channels to genres, and to LCNs within genres. It was implemented following a consultation¹⁰ and replaces Version 5.5 of this Policy that was published on 22 March 2016.
- 1.4 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, Digital UK'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 Digital UK members in accordance with the Policy) and in compliance with the fair, reasonable and non-discriminatory ('FRND') requirements of the Ofcom EPG Code (or any equivalent Code published by Ofcom and in force at the relevant time).
- 1.5 For the avoidance of doubt, Digital UK interprets its FRND obligation to mean that the Policy is applied consistently to all channels on or joining the platform regardless of their ownership.
- 1.6 Digital UK's terms and conditions of LCN allocation are contained within the Digital UK LCN Allocation Terms and Conditions (the 'Terms'). By making an application to Digital UK for allocation of an LCN, or broadcasting a channel using an LCN, channel providers also agree to be bound by the Terms¹¹. Furthermore, the benefits of this Policy are only available where the channel provider accepts the Terms in full.
- 1.7 Where there is a change of control of a channel or a channel provider, it is the responsibility of the new provider to comply with the Policy and the Terms.

⁹ See <http://www.ofcom.org.uk/static/radiolicensing/html/tv/cs/dtas000044ba2dttepgservicemux2.htm> and <http://www.ofcom.org.uk/static/radiolicensing/html/tv/cs/tlcs101213ba1enhancedipmetadataforthedttbroadcastepg.htm>

¹⁰ <http://www.digitaluk.co.uk/policy/statements>

¹¹ www.digitaluk.co.uk/lcn/terms

- 1.8 After an LCN allocation has been made by Digital UK, the LCN continues to belong to Digital UK and will remain subject to its discretion and the Policy. Digital UK reserves the right to move a channel to an alternative LCN in accordance with this Policy.
- 1.9 LCN trading between channel providers is not allowed. See section 7.
- 1.10 Digital UK will allocate LCNs to channels using DTT capacity that meet the criteria for an LCN as set out in sections 2.2 and 2.3. Pursuant to the Terms and this Policy, Digital UK will not allocate LCNs to any channels delivered without use of any DTT capacity, for example those that are delivered solely by IP or by any other means. Digital UK has reserved a range of LCNs in which IP television platforms may allocate channels according to their own allocation policy. As such Digital UK takes no responsibility for channel allocation in the IP-delivered range. In the future, if and when channels delivered solely by IP appear on the Freeview Play platform, Digital UK will allocate LCNs to them within this range.
- 1.11 For the purposes of this Policy, the following definitions are applied:
- i. **‘Lower LCNs’** refers to lower channel numbers; i.e. smaller numbers which appear closer to the beginning of the LCN list. **‘Higher LCNs’** refers to larger channel numbers which are further away from number 1 in the channel list.
 - ii. **‘Public service channels’** are those channels identified as such in accordance with section 310 of the Communications Act 2003, and HD simulcasts thereof. When allocating LCNs to public service channels, Digital UK will seek to give ‘appropriate prominence’ to these channels in the appropriate genre in accordance with the Ofcom EPG Code.
 - iii. **‘Associated channels’** are two or more channels that:
 - are classified into the same genre as each other; and
 - are under common control; and
 - have common branding and/or a significant degree of existing or intended cross-promotion.

Public service channels are not considered to be associated channels.

In order to improve viewer or listener navigation Digital UK considers that it is in the best interests of viewers and listeners to group associated channels together.
 - iv. **‘Common branding’** may take a number of forms. In considering whether two channels have common branding, Digital UK will consider the following non-exhaustive factors: the names of the channels, and the look and feel of their logos and idents.
 - v. Channels will be considered to be under **‘common control’** where they are owned or controlled by companies in the same corporate group. The corporate group consists of a holding company and all its subsidiaries, the terms ‘holding company’ and ‘subsidiary’ having the meanings given in section 1159 of the Companies Act 2006. In addition, where a holding company directly or indirectly holds 50% of the voting rights in a channel which does not otherwise fall within the definition of ‘subsidiary’ in section 1159 of the Companies Act 2006, that channel will be treated as under common control with any of the holding company’s subsidiaries with which the channel in question has common branding.
 - vi. **‘Streamed channels’** are channels where audio visual content is delivered over IP but access is enabled via an MHEG or HbbTV application which is broadcast over DTT.

They should not be confused with channels that are delivered solely by IP (see section 1.10). When assessing whether streamed channels qualify for associated channel status, or whether they are under common control, Digital UK will consider a 'channel' to be the audio-visual content accessible via the LCN, rather than the MHEG/HbbTV application and/or any MHEG/HbbTV slate carried on the LCN.

- 1.12 Previous decisions of Digital UK regarding the allocation of LCNs prior to the adoption of this version of the Policy will not be considered relevant in the interpretation of this Policy and will not bind Digital UK as precedent.

2 REQUIREMENTS TO BE ELIGIBLE FOR AN LCN

- 2.1 By making an application to Digital UK for allocation of an LCN, or broadcasting a channel using an LCN, channel providers agree to be bound by the Terms.

- 2.2 To be eligible for an LCN a channel is required to have:

- a DTT capacity agreement with a multiplex operator (a 'carriage agreement'); and
- a valid broadcasting licence (or equivalent authorisation) permitting the channel to broadcast on the DTT platform in the UK (a 'broadcast licence'); and
- arrangements for providing EPG schedule data (a 'schedule provider agreement').

- 2.3 In order to be allocated or retain an LCN, channels must broadcast a minimum of two hours per day or 14 hours per week of audio-visual content via DTT. A static slate does not count as audio-visual content for the purpose of this rule. However:

- This rule does not apply to channels in the Adult genre, the Streamed services genre, the Text genre or the Radio genre.
- Channels which were broadcasting on the DTT platform for less than 14 hours per week prior to 3 April 2017 must comply with this rule by 3 April 2019 or (if later) upon the expiry of their current carriage agreement with a multiplex operator.
- A channel may reduce its broadcast hours to less than the minimum threshold for up to 12 weeks, accrued in any 12-month rolling period. The channel provider should (where circumstances permit) notify Digital UK in advance in writing before reducing its broadcast hours. If a channel falls below the minimum broadcast hours for more than 12 weeks accrued in any 12-month rolling period then, upon notice from Digital UK to the channel provider, its LCN will be withdrawn.

- 2.4 A channel provider may cease to make a channel available for up to 12 weeks in any rolling 12-month period without losing its LCN. The channel provider should notify Digital UK in advance in writing of its intention to temporarily cease broadcasting its channel. If the channel does not resume broadcasting within the 12-week time limit, then the LCN will be deemed vacated and can be re-allocated by Digital UK in accordance with this Policy.

- 2.5 Digital UK may allocate LCNs for test channels if, at its absolute discretion, it thinks it appropriate to do so.

- 2.6 A channel in any DTT genre may link to supplementary content carried via IP, but this content must be licensed by an appropriate regulatory authority and suitable for the genre of the DTT channel.

3 APPLICATION FOR AN LCN

- 3.1 Any channel provider which intends to launch a channel onto the DTT platform should submit its LCN application as per the process set out in Schedule 1, between eight and four weeks prior to the channel provider's intended launch date of the channel. Applications received less than four weeks before the intended launch date of the channel will be processed, but in such cases Digital UK cannot guarantee that the intended launch date will be met.
- 3.2 The channel provider should:
- provide evidence confirming that its channel meets the criteria for an LCN as set out in sections 2.2 and 2.3. Evidence of a capacity agreement will be by way of a letter of corroboration from the relevant multiplex operator; and
 - state which genre it believes would be most appropriate for the channel; and
 - at its cost, supply Digital UK with any other information as specified in the allocation process or as Digital UK may otherwise reasonably request regarding the channel.

The channel provider must ensure that all information provided by it or on its behalf is accurate, complete and up-to-date. Once a valid application with the relevant detail is received, it will usually take two weeks for Digital UK to allocate an LCN to the channel.

- 3.3 Digital UK will review the proposed genre, in accordance with Schedule 3 of this Policy. If the channel might meet the definition of more than one genre, the following considerations will apply, in this order:
- Whether any consumer protection issues might exist (in particular, any service which would qualify for an LCN in the Adult genre will be placed in that genre).
 - Whether the channel is HD, streamed, text, interactive or radio in nature.
 - The nature of the content on the channel as per our genre definitions.
- 3.4 If a channel is allocated an LCN and does not launch within eight weeks of the specified launch date, the LCN which was allocated to the channel may be withdrawn.
- 3.5 Requests for an LCN made on a speculative basis (i.e. channels without confirmed genre and intended launch date) will not be considered. However, Digital UK will be willing to engage in confidential pre-application discussions with channel providers about the availability of LCNs and other matters connected with the operation of Policy and will permit the use of 'working' channel names in any application for an LCN.
- 3.6 The LCN allocation process may change from time to time. Any amendments to Schedule 1 will be published on the Digital UK website.

4 GENRES

- 4.1 Genres are the basis for grouping channels. They assist viewer navigation, and can protect consumers from content that may harm or offend.
- 4.2 Digital UK may from time to time add, remove, merge or move genres, following a consultation process.
- 4.3 In the event a genre overflows its prescribed LCN range, Digital UK will temporarily place any additional channels of that genre in the most appropriate alternative location as determined by Digital UK.
- 4.4 See Schedule 3 for descriptions of genres. Any amendments to Schedule 3 will be published on the Digital UK website.

5 ALLOCATION OF LCNs

- 5.1 Public service channels will generally be assigned the lowest available vacant LCN within their relevant genre (unless sections 5.10 and/or 5.12 apply).
- 5.2 For all other channels, unless section 5.6 is invoked, Digital UK will allocate the channel the next available LCN at the end of the genre.
- 5.3 As soon as a channel has been allocated an LCN, Digital UK considers that it is occupying its LCN for the purpose of the rules in this sections 5.6, 5.7 and 6, even if the channel has not yet launched or moved.
- 5.4 If a channel is allocated an LCN in the HD genre and the channel has no equivalent standard definition simulcast channel on the DTT platform, Digital UK may also reserve the lowest available LCN in the genre in which such simulcast channel would otherwise have been allocated an LCN. Digital UK may at any time elect to revoke or amend any reservation made under this section 5.4 if it considers it appropriate for prudent LCN management. For the avoidance of doubt, sections 5.6 and 6 shall not apply to LCNs reserved in accordance with this section 5.4. Reservations made under this section 5.4 will automatically be revoked if:
 - a) a standard definition version of the channel is allocated an LCN on the DTT platform (in which case, the standard definition channel would be allocated an LCN in the same way as any other new channel launch); or
 - b) the HD channel is withdrawn.

Vacated LCNs

- 5.5 Where a channel is withdrawn from its LCN for any reason, it will trigger the vacated LCNs procedure below.
- 5.6 Vacated LCNs will be offered to channels in the following order:
 - To a public service channel at a higher LCN within the genre, starting with the public service channel that is nearest to the vacant LCN, and then to the next nearest and so on until it has been offered to all public service channels at higher LCNs within the genre.
 - To existing associated channels (as defined under section 1.11) at higher LCNs within the genre, in the following way:
 - First, Digital UK will identify the channel that appears next in the listing in a lower LCN than the vacated LCN. Digital UK will offer the vacated LCN to any channel associated with this channel
 - Second, Digital UK will look at the channel that appears next in the listing in a higher LCN than the vacated LCN. Digital UK will offer the vacated LCN to any channel associated with this channel
 - Third, Digital UK will look at the channel that is two positions lower than the vacated LCN. Digital UK will offer the vacated LCN to any channel associated with this channel
 - Fourth, Digital UK will look at the channel that is two positions higher than the vacated LCN. Digital UK will offer the vacated LCN to any channel associated with this channel
 - And so on for five positions higher and lower than the vacated LCN
 - Finally, to any new associated channel (as defined under section 1.11) launching on the platform.

Any channel provider which is offered a vacated LCN will have two weeks in which to consider the offer and respond in writing to Digital UK. If no response is received within that timescale, Digital UK may offer the LCN to another channel provider in accordance with this Policy.

5.7 Where vacated LCNs have still not been filled pursuant to section 5.6, Digital UK may either:

- undertake a 'shuffle-up' procedure. The channel in the next highest LCN will be offered the opportunity to move into the vacant LCN. They will usually be given two weeks to decide whether to take up the offer. No channel will be obliged to move, but if the offeree chooses not to move then the vacant LCN may be offered to the channel in the next highest LCN; or,
- use the LCNs for any other reason it deems reasonable.

5.8 Any channel that already has an LCN on the platform which is allocated a different LCN under any of the above processes will have eight weeks to complete its move following the allocation, or it will lose the right to use the vacated LCN. Any new channel launching onto the platform into a vacated LCN will be subject to the timelines in section 3.

5.9 Channels already on the platform may not request vacant LCNs from Digital UK; Digital UK will always offer vacant LCNs to channels as described above.

Sharing LCNs

5.10 Where channels broadcast to distinct areas of the UK, and their coverage does not overlap (except where section 5.12 applies), those channels may share an LCN if:

- all of the channels under consideration are public service channels, or
- all of the channels under consideration are associated with one another.

Digital UK may, in the interests of LCN efficiency and viewer benefit, require that channels which meet these criteria share an LCN.

5.11 Where channels share an LCN and one channel expands its coverage such that it overlaps with the coverage of one or more other channels on the LCN (except where section 5.12 applies), the expanding channel must apply for a new LCN.

5.12 In the case of some local public service channels, while the channels may be licensed to serve distinct geographic areas, in practice there may be some overlap in their actual coverage. In such cases, Digital UK may decide that the channels should share an LCN.

6 CHANGING A CHANNEL AFTER AN LCN HAS BEEN ALLOCATED

Requests to reorder channels

- 6.1 Digital UK will consider all applications to reorder LCNs of channels that are under common control (as defined under section 1.11) and in the same genre. The channel provider should set out its preferred date for the channel changes and explain its rationale for requesting the change, and Digital UK will usually permit it unless:
- The channel provider's annual limit of swaps has already been met (see section 6.3); or
 - Digital UK believes that proposed changes would not be in the best interests of viewers and listeners and/or the platform. For example, Digital UK may decide it would not be in the best interests of viewers for a part-time channel to move into a more prominent position and a full-time channel into a less prominent position, or for a channel that is only available to a minority of viewers to move into a more prominent position and a channel that is available to the majority of viewers to move into a less prominent position.
- 6.2 Public service channels are allowed to reorder their channels (if they meet the criteria in 6.1 above) except those at LCNs 1-5 and 101-105. Public service channels may not be reordered with non-public service channels.
- 6.3 A channel provider may reorder channels under this rule on no more than two occasions in any 12-month rolling period. A channel provider may reorder multiple channels in its portfolio on each occasion.
- 6.4 The timing of any channel reordering must be agreed with Digital UK. Where possible, Digital UK will seek to co-time the reordering with other changes to the platform to minimise disruption for viewers and listeners.
- 6.5 Where a timeshifted channel (e.g. a +1 service) moves or launches into a vacated LCN, and this move results in the timeshifted channel appearing in a lower LCN than the channel of which it is a timeshift, the channel provider may reorder the two channels without this counting towards the limit of its annual channel reordering.
- 6.6 Channel providers may reorder the LCNs of two or more of their channels and then close one of the affected channels.

Changing a channel's name and/or content

- 6.7 Channel providers may change the content and/or name of a channel, and nonetheless retain that channel's LCN so long as it remains appropriate to the genre in which it has been placed. This could mean replacing the channel with a new channel or a channel that already exists but is not currently carried on the DTT platform.
- 6.8 To minimise disruption on the platform, channel providers may only submit one request to change the name of their channel in any 12-month rolling period. This request may be for a temporary name change, i.e. one where the channel changes its name at a certain date and reverts to the old name at a certain date, for example for a seasonally reflective branding change.
- 6.9 If, at any time, Digital UK finds, at its discretion, that a channel has changed such that it would be more appropriately placed in a different genre, Digital UK may then require that the channel be moved to that genre. It will be allocated an LCN within that genre according to the principles in section 5.

7 TRADING

- 7.1 An LCN is not the asset of a channel provider and may not be sold. If a channel is sold as a going concern, the new channel provider will be required to inform Digital UK in writing prior to the sale completion that it will continue to use the LCN in accordance with this Policy and the Terms.

8 CONSULTATIONS

- 8.1 Digital UK will consult with channel providers on any proposed enforced move of LCNs (i.e. where the moves are not conducted under sections 5.6, 5.7, 5.10, 5.11, 5.12, 6.1 or 6.7 of this Policy).
- 8.2 Where there are fewer than five channels to be moved, Digital UK will generally conduct a 'light' consultation process. A notification of the consultation will be sent to all channel providers, and responses invited from the channels proposed to be moved and any other channels which Digital UK believes will be significantly affected by the proposed changes. A notification will also be placed on the Digital UK website. A consultation period of approximately four weeks will be used (time limit to be set and communicated by Digital UK in its discretion), following which Digital UK will consider responses, communicate its conclusion to the channel providers and publish a notice on the Digital UK website at least eight weeks prior to the date set to coordinate any move(s).
- 8.3 Where there are more than five channels to be moved, Digital UK will generally conduct a full consultation process with all channel providers. Responses will be invited from all channel providers and stakeholders and a notification will be placed on the Digital UK website. A consultation period of approximately eight weeks will be used (time limit to be set and communicated by Digital UK in its discretion), following which Digital UK will consider responses, communicate its conclusion to channel providers and any other responders and publish a notice on the Digital UK website at least eight weeks prior to the date of any move(s).
- 8.4 Digital UK reserves its right to conduct an expedited consultation process where there are deemed to be, or might be, consumer protection issues.
- 8.5 Where Digital UK reviews the Policy and believes there is a need to make substantive amendments to the Policy, Digital UK will conduct a consultation process with channel providers and stakeholders following that described in 8.3 of this Policy.

9 APPEALS PROCESS

9.1 The appeals process is available should a channel provider (the ‘appellant’) wish to appeal the Digital UK LCN Group’s decision on:

- (a) The application of sections 4.3, 5 or 6 of this Policy, i.e.
 - allocating an LCN or genre to a new channel;
 - moving an existing channel to a different LCN or genre;
 - placing a channel in an ‘overflow’ section;
 - applying the vacated LCN rules;
 - allowing, not allowing, or insisting on LCN sharing;
 - allowing or not allowing channels to reorder their LCNs;
 - allowing or not allowing a channel to change its name.
- (b) Changes to the LCNs of existing channels that are made following a consultation process as set out in section 8.

The appeals process does not apply to other policy decisions made by Digital UK.

9.2 Any appeal to Digital UK is without prejudice to recourse to Ofcom, or other relevant authorities as may be available to the appellant.

9.3 The appellant may appeal a decision only if it can demonstrate that one or more of its channels is directly affected by the decision.

9.4 Where the appellant appeals against a decision that benefits or adversely affects a third party, the third party may make representations in the appeal.

Appealing a decision made under sections 4.3, 5 or 6 of this Policy:

9.5 The following process will apply:

- i. The appellant should appeal in writing to the Chair of Digital UK.
- ii. Where the decision relates to a channel under the appellant’s control, the appellant must appeal within four weeks of being notified of the decision. Where the appeal relates to another channel (but nonetheless directly affects the appellant’s channel), the appellant must appeal within four weeks of the decision being published on the Digital UK website or taking effect in the channel listing.
- iii. The letter must be as evidence-based as possible and explain why, in the appellant’s view, the decision does not meet the Policy. If relevant, the letter should explain which genre or LCN the appellant thinks the channel should be eligible for, and why.
- iv. The channel may launch at or move to the LCN allocated without prejudice to the concurrent appeals process.
- v. The appellant may be named publicly by Digital UK, and where the appeal relates to a channel other than those operated by the appellant, the relevant channel provider affected will also be informed of the appeal.
- vi. The Chair of Digital UK will review the process that was followed in allocating the LCN, and decide whether the correct process was followed.
- vii. The Chair of Digital UK may take up to four weeks to consider the appeal, and will then respond in writing to the appellant and, where they are different, the provider of the channel whose LCN allocation was appealed.
- viii. Within the four-week period of consideration, the Chair of Digital UK may ask any channel provider for further information to assist with the review.
- ix. If the Chair of Digital UK agrees that the appellant has presented a sufficiently

compelling case that the decision does not meet the Policy, the decision will not stand. The Digital UK LCN Group will then reconsider its decision including (if relevant) the appellant's proposal for an alternative genre or LCN allocation. Digital UK may move the relevant channel into the relevant LCN or genre at the earliest reasonable date.

- x. If the Chair of Digital UK does not agree that the appellant has presented a sufficiently compelling case, the Digital UK LCN Group's decision will stand.
- xi. Digital UK may publish appeal adjudications subject to redaction of any commercially sensitive material.

Appealing changes to the LCNs of existing channels following a consultation

9.6 The following process will apply:

- i. The appellant should appeal in writing to the Chair of Digital UK.
- ii. The appellant must appeal within four weeks of the consultation statement being published on the Digital UK website.
- iii. The letter must be as evidenced-based as possible and explain why, in the appellant's view, the consultation decision should not stand.
- iv. Receipt by Digital UK of an appeal will place the appealed move on hold until the end of the appeals process.
- v. The appellant may be named publicly by Digital UK, and where the appeal relates to a channel other than those operated by the appellant, the relevant channel provider affected will also be informed of the appeal.
- vi. The Chair of Digital UK will review the consultation process that was followed, and decide whether the correct process was followed.
- vii. The Chair of Digital UK may take up to four weeks to consider the appeal, and will then respond in writing to the appellant and, where they are different, the provider of the channel whose LCN allocation was appealed.
- viii. Within the four-week period of consideration, the Chair of Digital UK may ask any channel provider for further information to assist with the review.
- ix. If the Chair of Digital UK agrees that the appellant has presented a sufficiently compelling case, the appealed changes to the LCNs will not go ahead. The Digital UK LCN Group may decide to undertake a further consultation.
- x. If the Chair of Digital UK does not agree that the appellant has presented a sufficiently compelling case, the Digital UK LCN Group's decision will stand and Digital UK will move channels as per its consultation statement generally no more than eight weeks from the date of the Chair of Digital UK's decision.
- xi. Digital UK may publish appeal adjudications subject to redaction of any commercially sensitive material.

10 CHARGES

10.1 Digital UK reserves the right to levy fair and reasonable charges in respect of the allocation and use of any LCNs and to suspend or withdraw the allocation or use of LCNs if any such charges are not properly paid in accordance with Digital UK's payment terms.

11 INFORMATION PROVISION AND MONITORING

11.1 Digital UK 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 Digital UK by the channel provider about the channel or to investigate allegations brought by channel providers about such on-going compliance. However, Digital UK reserves the right at its discretion to monitor the content of channels and to investigate allegations that may arise.

11.2 Channel providers shall at their cost provide all such information as Digital UK reasonably requests in order to enable it: (i) To conduct any monitoring or investigations which Digital UK at its discretion wishes to conduct; and/or (ii) To provide viewers with scheduling information.

11.3 Channel providers must take steps to ensure that all information provided by them or on their behalf is accurate, complete and up-to-date. Channel providers are expressly obliged to inform Digital UK of changes to their channel (including, but not limited to, change of name and/or change in broadcast hours).

12 REVIEWS

12.1 Digital UK will carry out periodic reviews of the Policy.

Schedule 1 of LCN Policy: The LCN Allocation Process

Once a channel has mux capacity, they can apply for a broadcast licence. Ofcom's published timescale is 28 days

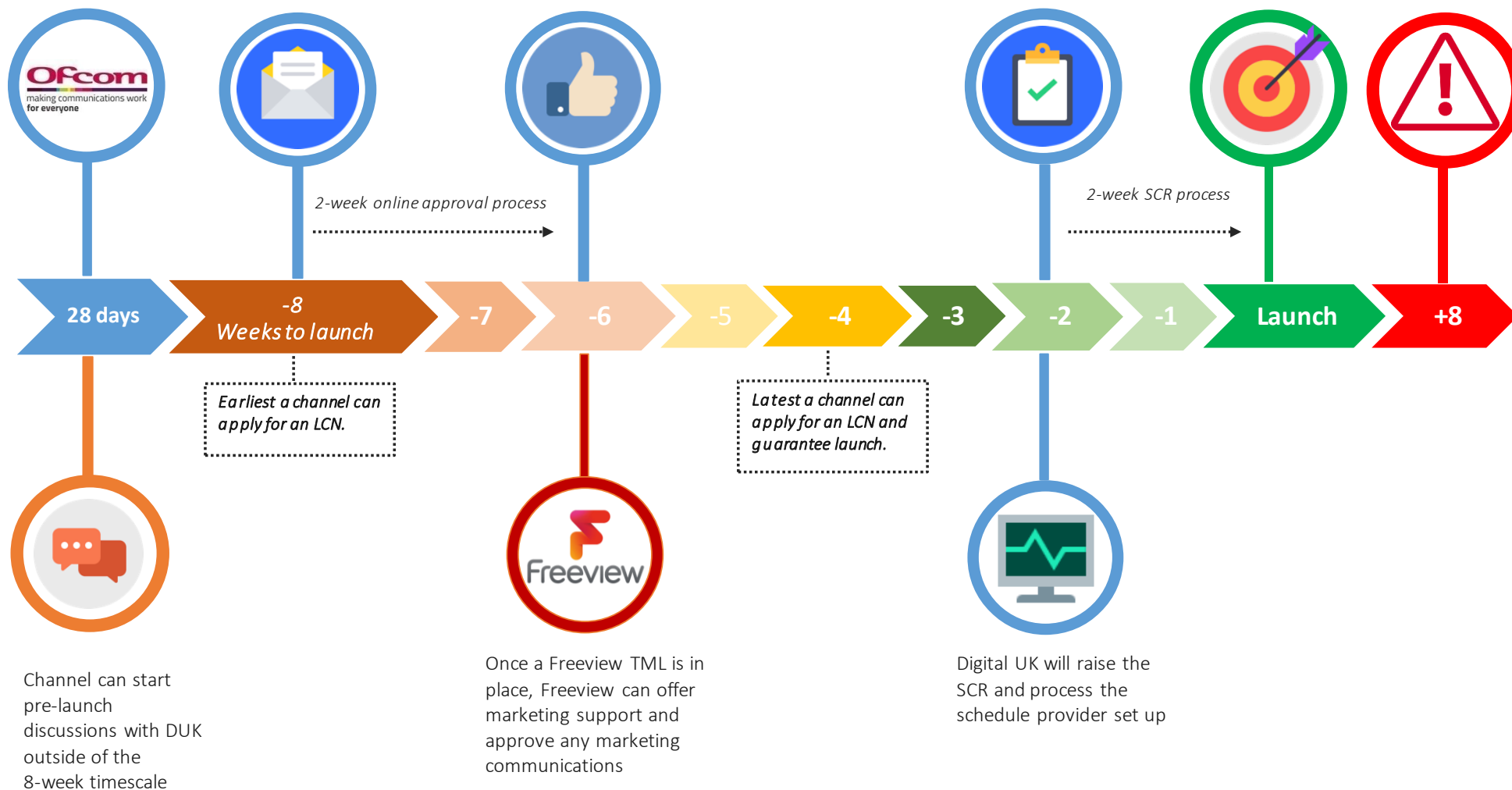
Application can only begin when channel submits LCN application, Ofcom licence & confirmation of mux capacity

LCN allocated
Freeview Trademark Licence (TML) application can begin: 2-week process.

Service change request (SCR) raised for launch: 2-week process
New schedule provider set up

Intended launch date

Channel **must** launch content or LCN will be withdrawn



Schedule 2 of LCN Policy: Digital UK's Genre Ranges

Genre	First LCN	Last LCN
General Entertainment	1	99
Freeview Information	100	100
HD	101	139
General Entertainment	140	199
Children's	200	229
News	230	249
Text	250	259
Streamed services	260	299
IP delivered services	300	599
Interactive services	600	609
SD simulcast area	610	669
Adult	670	699
Radio	700	750
Testing area	751	799
Reserved for manufacturer use	800	999

Schedule 3 of LCN Policy: Digital UK's Genre Definitions

General Entertainment

Programming of an entertainment nature that targets a wide viewing audience.

The channel must contain a variety of entertainment programming and the channel must not be more appropriately listed in another existing genre.

HD

A channel is defined as HD where it meets the video parameters for high-definition services as defined in Table 6 of Ofcom's Reference parameters for DTT transmissions in the UK, version 6.11 dated 19/11/2009 (as amended from time to time). All channels meeting this definition will be allocated LCNs in the HD genre with the exception of adult and children's services, which for consumer protection purposes will be allocated an LCN within their relevant content genre.

Children's

Programming aimed at children aged 15 or under. There should be no material unsuitable for children aged 15 or under on any channel assigned to this genre.

News

Programming consisting predominantly of news and/or current affairs.

Adult

Digital UK will determine, in its reasonable opinion, whether it is appropriate to locate a channel in the Adult genre. Adult channels are channels which contain content of an adult nature, such that it features the depiction or description of, or behaviour of, a sexual or sexually suggestive nature, especially if this is of a lascivious nature. This includes the exhibition or depiction of sexual organs or sexual activity of any kind.

When considering if a channel should be listed in the Adult genre, Digital UK will consider the amount and nature of programming which is of an adult nature that is broadcast on to that channel.

For the avoidance of doubt, transactional sex chat channels (or 'Adult Chat' services) will be located in the Adult genre.

Text

The presentation of on-screen text services which are predominantly used by viewers to seek out specific information.

Streamed services

Channels where audio visual content is delivered over IP but access is enabled via an MHEG or HbbTV application which is broadcast over DTT. Services of this type will usually be allocated an LCN within the Streamed services genre, with the exception of adult and children's services, which for consumer protection purposes will be allocated an LCN within their relevant content genre.

IP-delivered

IP-delivered channels with no DTT element. Digital UK does not allocate LCNs to these channels but has reserved a range of LCNs for third-party platforms to use.

Interactive

Programming that can be accessed by the viewer as and when they demand, including push video-on-demand (VOD) services; or programming that enables the viewer to interact with the content or service in some way by utilising a button function on their TV remote control.

SD simulcast area

Reserved for possible future use. Digital UK may decide, following a consultation, that HD channels should appear to those viewers who can receive them in the LCN currently allocated to their SD equivalent, with the SD version moving to this area.

Radio

Audio-only programming that is licensed as a radio station rather than as a television channel.

Testing

Reserved for Digital UK testing purposes and/or for viewer and listener support in the event of platform changes.