

Response to Everyone TV (“ETV”) Consultation on Merging and renaming the Text and Streamed genres in the DTT LCN Policy dated 3 May 2024 (the “Consultation”) on behalf of ITV1, ITV1 HD, ITV1+1, ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, ITVBe and ITVBe+1 (“ITV Channels”)

Introduction

ITV Broadcasting Limited (“ITV” or “we”), on behalf of each of the ITV Channels on the DTT platform, recognises ETV’s objective of developing its listings and applying the LCN Policy for the long-term benefit of the DTT platform, in the interests of viewers and in accordance with the fair, reasonable and non-discriminatory requirements of the Ofcom EPG Code.

With the above objective in mind, ITV supports the proposals set out in the Consultation and welcomes the opportunity to respond to the questions set out in the Consultation.

Response to Consultation Questions

Q1: Do you agree with our proposal to merge the Text and Streamed genres, rename it “Hybrid Streamed and Text”, and conduct a one-off shuffle-down? (This would apply to the DTT LCN Policy only.)

The proposal to merge the two genres feels sensible, as the Streamed genre appears to be running out of space and the Text genre has just one service. Giving all channels a chance to shuffle down into the space created by this proposal is fair.

Q2: Do you agree that it remains appropriate for Everyone TV to treat the party that applies for an LCN as the party that has all associated rights and responsibilities regarding the LCN – whether this is the channel provider or the technology provider?

We feel that this approach remains appropriate, namely that the party which applies for - and is allocated - an LCN is the same party which has the associated rights and responsibilities.