

Consultation Statement

Merging and renaming the Text and Streamed genres in the DTT LCN Policy

Published: 10th July 2024

1. Background

Everyone TV is responsible for the management and operation of the UK's Digital Terrestrial Television (DTT) platform, including providing an Electronic Programme Guide (EPG) and allocating Logical Channel Numbers (LCNs) to services. These activities are governed by the DTT LCN Policy, which is published on the Everyone TV website.

Between 3rd and 31st May 2024, we consulted on making additional LCNs available for hybrid streamed channels¹. This was in response to a significant increase in the number of these services on the platform and the likelihood of the existing range of LCNs becoming full during 2024.

2. Consultation

We proposed merging the existing adjoining "Text" and "Streamed" genres and initiating a shuffle-down to fill the additional LCNs with existing hybrid streamed services. This would have a net effect of making nine additional LCNs available to hybrid streamed services. We also proposed calling the new combined genre "Hybrid Streamed and Text".

Separately, we asked if stakeholders agreed that we should continue to regard the LCN Applicant as the party holding all associated rights and responsibilities of the LCN, whether that applicant is the provider of the hybrid streaming technology or the underlying editorial service.

3. Responses

We received four responses. Three were from industry, including a provider of hybrid streaming technology, and one was from a viewer.

With respect to creating the "Hybrid Streamed and Text" genre by merging the existing "Text" and "Streamed" genres, and conducting a one-off shuffle-down, all four respondents agreed with our proposals.

The three industry respondents agreed with our approach that the LCN Applicant should hold the associated rights and responsibilities of the LCN, whether they are a technology or channel provider. The viewer did not express a view on this question.

4. Next steps

We will implement our proposals in full.

¹ Hybrid streamed channels use a broadcast application (or internet-hosted application, signalled in a broadcast AIT) to stream audio-video content from the internet

We have published [Version 7.2 of the Everyone TV DTT LCN Policy](#) (formerly the Digital UK LCN Policy) today. This takes immediate effect.

Policy amendments

1. Heading and Paragraph 1.3:
Replace “Digital UK LCN Policy” with “Everyone TV DTT LCN Policy”
2. Paragraph 1.3:
Change “Version 6.1” to “Version 7.1”, and “12 September 2020” to “20 October 2021”.
Replace the URL in Footnote 2 with <https://www.everyonetv.co.uk/news/consultation/lcn-policy-merging-renaming-streamed-genres>
3. Throughout:
Replace “Digital UK” with “Everyone TV”
4. Paragraph 1.10.vi:
Change “Streamed channels” to “Hybrid Streamed channels”
5. Paragraph 2.3:
Delete contents of first bullet point and replace with “This rule does not apply to Hybrid Streamed channels, Text services, or channels in the Adult genre or the Radio genre.”
6. Paragraph 3.1:
Add footnote after “channel provider”:
“The applicant named on the Everyone TV LCN Application form will be allocated the LCN and assume all relevant rights and responsibilities. In the case of Hybrid Streamed services, we will also consider LCN applications made by the providers of hybrid streaming technologies and services.”
7. Footnote 4:
Change “Streamed channels” to “Hybrid Streamed channels”
8. Paragraph 3.3 second bullet point:
Change “Streamed” to “Hybrid Streamed”
9. Paragraph 5.14
Change “Streamed” to “Hybrid Streamed”
10. Schedule 2:
 - a. Rename “Text” as “Hybrid Streamed and Text” and change its Last LCN to 299
 - b. Remove the “Streamed services” row from the table
11. Schedule 3:
 - a. Remove the Text and Streamed Services headings and paragraphs
 - b. Insert a new heading “Hybrid Streamed and Text” after the Adult definition
 - c. Below the new heading, the definition:
Services that qualify as either Text services or Hybrid Streamed services.

Text services: The presentation of on-screen text services which are

predominantly used by viewers to seek out specific information.

Streamed services: Channels where the 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 be allocated an LCN within the Hybrid Streamed and Text 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.

As well as the implementation of Policy changes related to this consultation, we have taken the opportunity to rename the document the "Everyone TV DTT LCN Policy" and refresh its presentation. These changes reflect our new corporate identity and positively differentiate the DTT policy from our Freely and Freesat LCN policies.

Shuffle-down exercise

We will write to the providers of all Hybrid Streamed services with details of the shuffle-down exercise. Providers will be given two weeks to respond, and the shuffle-down will take place on the next available DTT change date.

Any LCNs remaining vacant in the middle of the genre will be allocated to new services joining the platform on a first come, first served basis until all such vacant LCNs become allocated and at which point the provisions of Section 5 of the Everyone TV DTT LCN Policy will once again apply in full.

Appendix One

Everyone TV received responses from three organisations and one viewer:

- BBC
- ITV
- Synapse TV
- Viewer (name withheld from publication)