



**BBC response to Everyone TV's consultation :
Consultation on merging and renaming the Text
and Streamed genres in the DTT LCN Policy**

3 May 2024

31 May 2024

The BBC is pleased to be able to respond to Everyone TV's "Consultation on merging and renaming the Text and Streamed genres in the DTT LCN Policy" dated 18 November 2020.

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.)

Yes. Everyone TV's proposal to merge the Text and Streamed genres, to rename it "Hybrid Streamed and Text" and to conduct a shuffle-down of that newly-named genre would seem entirely appropriate within the context that Everyone TV provides in its consultation document.

Expanding the genre and freeing up more numbers would provide LCNs that could be used for services from a number of content providers - who potentially should also be able to list on the recently launched Freely platform. Facilitating the launch of new content offers within the Freeview Play content proposition (and potentially that of Freely) is entirely in the interest of audiences and could facilitate enhancing the breadth of content available on a free-to-air basis.

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?

Yes, we agree with Everyone TV's view that the party that applies for the LCN (specifically, the party that completes Everyone TV's 'LCN Application Form' or its online representation) should be treated as having all the associated rights and responsibilities regarding the LCN.

We would add that, in the case of technology providers who provide a turnkey solution to channel providers, it could be worth reminding those parties of their need to ensure the flow-down of any relevant rights and responsibilities to their customers - for example, certain elements of Everyone TV's LCN Allocation Terms and Conditions (if signed between Everyone TV and the technology provider) may be required to flow down to the content provider.

ENDS
