

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.)

I do agree that both the 2 Genres Text and Streamed (HbbTV) should merge into just one and a shuffle would should happen. Maybe it could be expanded further or make the 250-299 General HbbTV with filling up Genres like News and Kids in particular!

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? This is out my scope

Other Remarks:

- Unless Radio, News, Children and even Adult - change drastically it is unlikely to see some serious growth in DTT Aerial Broadcasting then all 4 genres should include related HbbTV Streamed channels in its genres!

Current examples like such like France24 and Talk for News and UK Radio Portal should be "promoted" from the General HbbTV Genre Range to specific genre much like KetchupTV and TinyPop for example remain in the Kids Genre!

I foresee also as well the established UK Radio Portal (UKRP), others like Nation Player, Rayo, GlobalPlayer and BBC Sounds might have grounds to join the Radio Genre Via Hybrid HbbTV if they could justify it!

Bauer has removed all but 1 of its Radio stations from DTT native broadcast with Absolute to follow shortly (at time of submission)

SD and HD Genres both have been set quite high and are kind of bigger than it should be and additional HD Channels and by extension SD Simulcasts are unlikely to be added through over the air particularly since COM7 and COM8 went!

Music, Shopping and Religion as Genres should be reconsidered for a later LCN revision as quite alot of the current HbbTV streaming are in particular religious channels/hubs and all 3 mentioned Genres are on the Channelbox HbbTV powered service for example!

On Freely in time the HbbTV section will become less relevant and would also be proper IP delivered with services that's not from Everyone TV stakeholders (BBC/ITV/4/5) such like UKTV. There needs to be Freely on Amazon Fire TV Sticks and Android TV as Applications as well as Freely (with Freeview Play DTT Tuner backward compatibility) HDMI Sticks or Boxes need to be released!

Everything on Freesat that not on Freeview Inna traditional broadcast should be added to Freely In Internet Protocol (IP) Delivery and Freeview Play HbbTV!