

Communications Consumer Panel response to consultation on proposals for the reorganisation of the DTT LCN listing and on changes to DMOL's LCN policy

1. The Communications Consumer Panel (CCP) welcomes this opportunity to respond to the consultation on proposals for the reorganisation of the Digital Terrestrial Television (DTT) Logical Channel Numbers (LCN) listing and on changes to DMOL's LCN policy. We address our remarks mainly to question 7c "Do you agree with the proposal to position the Adult genre after all of the television services and the Text and MHEG¹ services genre? If not, please provide evidence based reasons and an alternative proposal."
2. The Panel welcomes that DMOL aims for its proposals to "(1) Provide DTT viewers with an EPG ordering that gives them the best overall experience of the DTT platform both now and in the future. This balances consumers' views on the ease of use, navigability and appropriateness of the channel ordering (including appropriate protection for children), with their appetite for and ability to manage change to the channel ordering."
3. The Panel agrees with the consultation's statement that "the increase in the range and types of service on the platform ... increases the need for the channel listing to be easy to navigate, so that DTT viewers can find what they want to watch, and discover new content".
4. The Panel is reassured by the research results which suggest that viewers do want to see a logical ordering of the LCNs and for services to be arranged by content type, in content based genres and also that viewers have some appetite for change and are confident that they can adapt to it.
5. The Panel notes particularly the research findings that:
 - a. "Scrolling through channels is the most common way of finding content, though younger and older viewers are more likely to use the LCN number of the channel."
 - b. "All the concepts we tested reunited the adult channels into one block and placed the single block at different positions in the channel listing. Both the qualitative and the quantitative research support placing the adult block towards the end of the channel listing."
6. The Panel agrees with the proposal to unite the two currently separated parts of the Adult genre and to position it after the Text genre, for consumer protection purposes,

¹ MHEG refers to interactive TV services

particularly given the research finding that scrolling through channels is the most common way of finding content.

7. The Panel would strongly encourage DMOL to develop a robust communications programme which provides viewers with information on the listings changes and the need to re-tune, and provides support via the Digital UK Advice line to respond to viewer queries.