

REORDER OF APPS IN THE YOUVIEW USER INTERFACE (“UI”)

1. INTRODUCTION

- 1.1 YouView published a proposal to reorder the on demand apps (“Apps”) in the Apps section of the UI for consultation with stakeholders (“Consultation”) on 12th January 2022. The Consultation closed at 5pm on 9th February 2022.

2. EXECUTIVE SUMMARY

- 2.1 YouView received three (3) responses, all of which were from existing content providers on the platform. No other interested parties responded to the Consultation.
- 2.2 One (1) stakeholder questioned whether viewer expectation and convenience should be limited to usage on YouView alone; one (1) stakeholder supported the methodology on a general basis but believed that the outcome did not result in a consistent application of PSB prominence in Scotland; and one (1) stakeholder had comments in relation to the extension of prominence on a UK-wide basis for their app.
- 2.3 YouView has conducted the methodology in a transparent fashion, by carrying out a stand-alone, independent survey to inform viewer convenience. The results of this independent survey were analysed alongside industry-wide usage data (sourced from an independent third party) and usage data from YouView. The results of this data analysis were published as part of the Consultation documentation. YouView has published all the details of the methodology for the reorder and has shared as much data as is permitted by virtue of its contractual arrangements. The only data that YouView has been unable to publish is stakeholder-specific usage data, as this is commercially sensitive.
- 2.4 YouView welcomes comments from its stakeholders and the support of content providers is important to the platform. This response (“Response”) is intended to acknowledge all the major points made by respondents.

3. DETAILED RESPONSE

- 3.1 We welcome the submissions that we have received from interested parties. We have reviewed and considered the points made in each and have aggregated our comments across each of the main issues raised. The Response is set out below.

Position of ITV Hub in Scotland

- 3.2 One (1) stakeholder queried the position of the ITV Hub in the UI in Scotland, given ITV does not have PSB status in Scotland (prominence in this regard is afforded to STV in accordance with applicable legislation¹). YouView acknowledges that an English PSB is currently placed in the first available commercial Player position in the UI in Scotland. This was originally by virtue of

¹ Source: sections 310(2) and 310(4) of the Communications Act 2003.

the application of the principle of “first-come-first-served” as mandated by paragraph 5.15 of the UI Policy and since then this position has been maintained as a shareholder right.

- 3.3 YouView ensures all arrangements (with shareholders or otherwise) comply with the required regulatory framework. In this instance, this area of the UI is not governed by Ofcom’s Code of Practice on Electronic Programme Guides² as it relates to on demand services.

Viewer expectation and convenience must be limited to usage on YouView alone

- 3.4 One (1) stakeholder suggested that the best measure for viewer expectation and convenience is actual usage on YouView rather than usage on other platforms. YouView does not agree with this narrow interpretation of viewer expectation. Viewers have access to other platforms alongside YouView and their expectations would be driven by their experience of YouView in conjunction with those other platforms. Furthermore, when determining viewer expectation and convenience on an objective basis, it is necessary to assess industry-wide data as part of the methodology for establishing viewer expectation. Limiting the data set to just YouView usage would limit the degree of objectivity available to YouView when considering how best to meet viewer expectation and convenience.

Extension of regional prominence to the UK as a whole

- 3.5 One (1) respondent brought our attention to Ofcom’s recommendations following their “Small Screen: Big Debate” review. We continue to engage with Ofcom and developments in this area and if regional prominence for content providers is extended in any way, we will review the YouView UI and take any steps that we feel are necessary to meet any legislative requirements.

4. CONCLUSION

- 4.1 YouView intends to reorder the UI in accordance with the screenshots attached to the Schedule to this Response. It is intended that the reorder will take effect from 6th June 2022, following our standard change procedure.

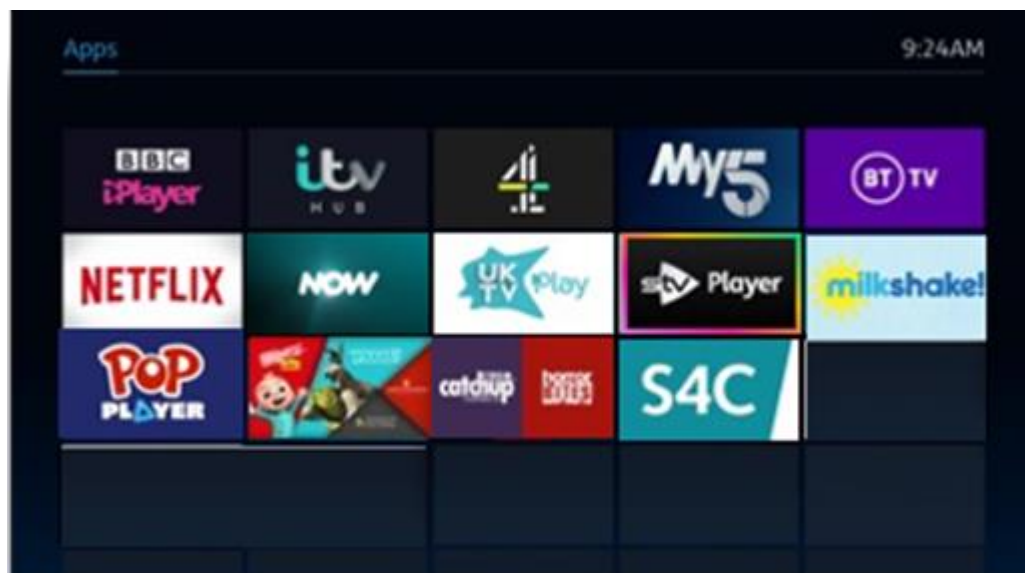
25th May 2022

² https://www.ofcom.org.uk/_data/assets/pdf_file/0031/19399/epgcode.pdf

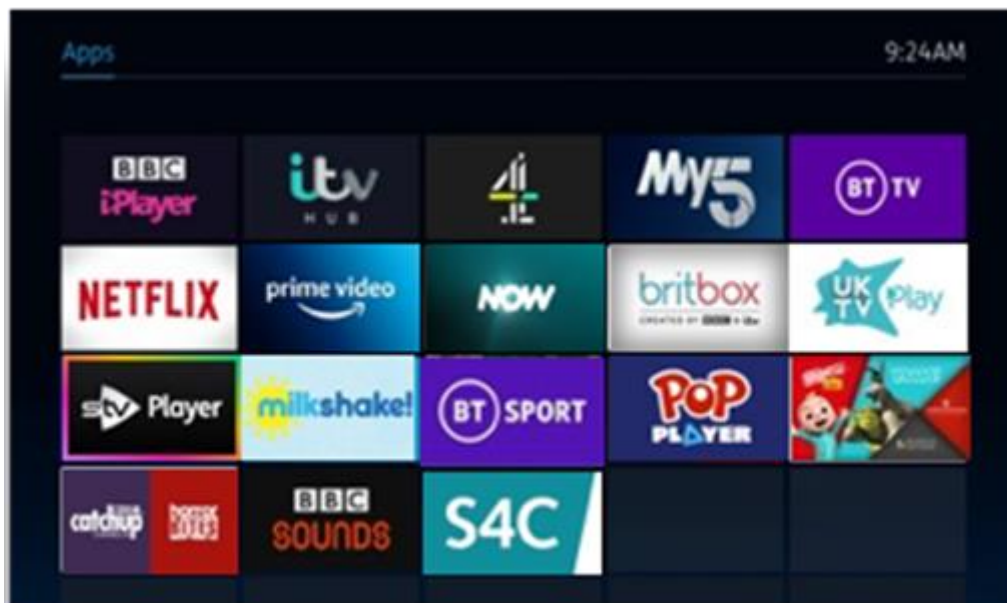
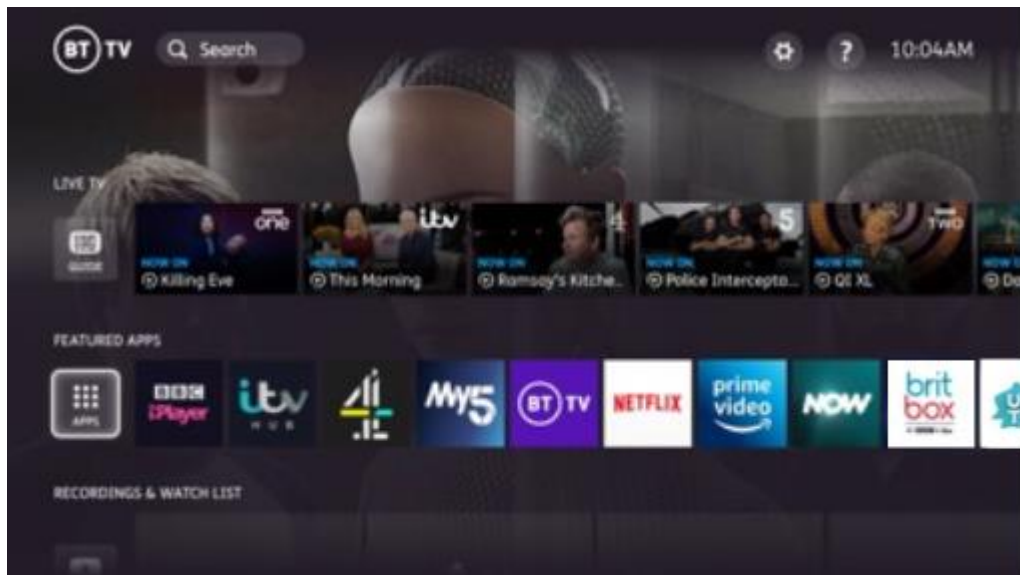
Schedule

Screenshots of Reordered UI

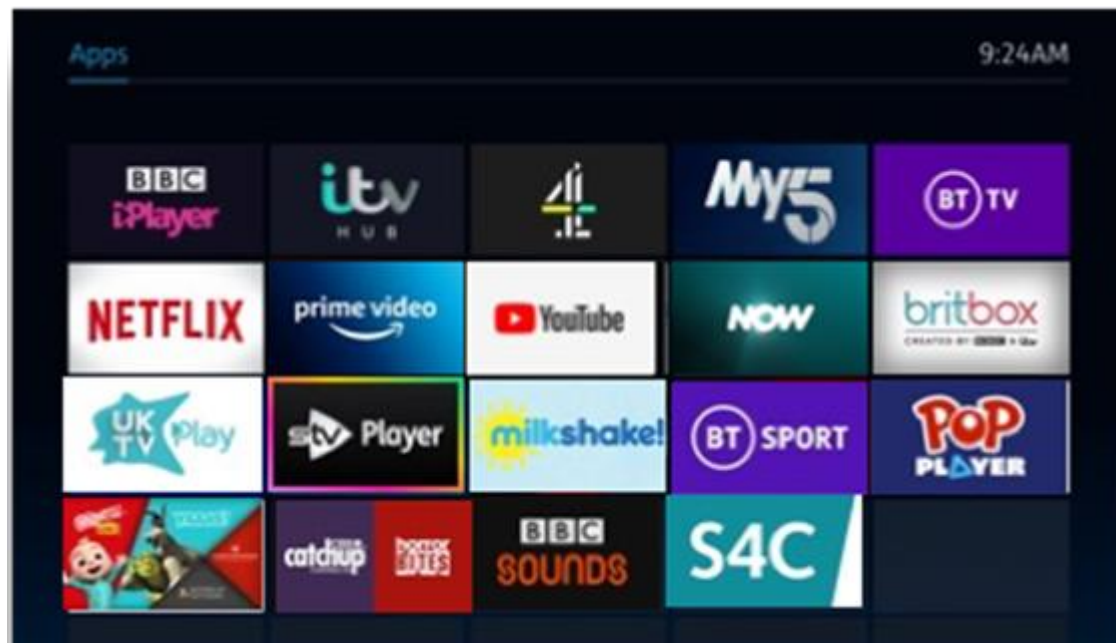
1st Generation devices (No Amazon Prime or Britbox)



2nd Generation devices (unlikely to get new native apps e.g. YouTube)



3rd Generation devices (includes YouTube)



Ordering of Players by Region

Rank	England	Scotland STV Areas	Wales
1	BBC iPlayer	BBC iPlayer	BBC iPlayer
2	ITV	STV	ITV
3	All4	All4	S4C
4	My5	My5	My5
5	ISP Slot	ISP Slot	All4
6	Netflix	ITV Hub	ISP Slot
7	Amazon Prime	Netflix	Netflix
8	YouTube	Amazon Prime	Amazon Prime
9	NowTV	YouTube	YouTube
10	BritBox	NowTV	NowTV
11	UKTV Play	BritBox	BritBox
12	STV	UKTV Play	UKTV Play
13	Milkshake!	Milkshake!	STV
14	BT Sport	BT Sport	Milkshake!
15	Pop	Pop	BT Sport
16	VOD365	VOD365	Pop
17	CBS Catchup	CBS Catchup	VOD365
18	BBC Sounds	BBC Sounds	CBS Catchup
19	S4C	S4C	BBC Sounds