



# youview

CONSULTATION ON  
PROPOSAL TO REORDER  
APPS

JANUARY 2022

## Consultation on the proposal to reorder Apps in the YouView User Interface

1. Today YouView has released a proposal (“**Proposal**”) to reorder the apps that are presented in the YouView User Interface (“**UI**”) for consultation with stakeholders (“**Consultation**”).
2. The Consultation will run for four weeks after which YouView will review and consider the responses it has received. Taking these responses into account, YouView will then finalise the re-ordering of the apps and will publish the finalised order.

### What does the Consultation cover?

3. The Consultation covers the proposed re-ordering of apps that are made available to viewers in the YouView UI, together with those apps which are expected to launch on the YouView platform in the near future.
4. The ordering of apps has not been refreshed since 2015. The aim of the Proposal is to ensure that the UI continues to meet the needs of viewer expectation and convenience by enhancing the experience of its viewers.
5. This Consultation is limited only to the reordering of apps.

### What governing principles has YouView applied to the Proposal?

6. In developing its UI Policy<sup>1</sup> (“**Policy**”), YouView considered the principles set out in the Ofcom EPG Code<sup>2</sup> (“**Code**”) which governs the allocation of positions in linear EPGs. Whilst the Code does not cover the listing of non-linear services, such as VOD, it still provides a useful framework when considering the placement of such non-linear services.
7. In devising its methodology, YouView considered the principles in the Code relating to appropriate prominence for Public Service Channels and the awarding of prominence based on objectively justifiable criteria. It also considered the requirement to carry out periodic reviews of its listings, in this context, on demand content and concluded that a refresh of the apps listings was long overdue.
8. With regard to the changes that YouView proposes to make, its rationale is to ensure that it continues to meet the governing principles as set out in the Policy – specifically in this context, by ensuring that on demand content is presented in a way that viewers are likely to expect and which is convenient to them (paragraph 1.6 a) of the Policy).
9. Paragraph 9.1 of the Policy requires YouView to review and reorder to meet the needs of viewer convenience. Paragraph 1.6 b) of the Policy also states that YouView's overriding aim is to ensure that UI positions are awarded on a fair, reasonable and non-discriminatory basis and that

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<sup>1</sup> <https://www.youview.com/policies/ui-policy/>

<sup>2</sup> [https://www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0031/19399/epgcode.pdf](https://www.ofcom.org.uk/__data/assets/pdf_file/0031/19399/epgcode.pdf)

this aim can be met by ensuring that content is presented in a way that viewers are likely to expect and is convenient to them. With these specific requirements in mind, YouView included apps that are not yet available on the YouView platform but which YouView anticipate will launch within the next twelve months. They have been included on the basis that once live, viewers would be able to access these in the positions in the UI they expected to find them. However, YouView also applied the methodology described at paragraphs 11 to 14 below, in order to ensure that the Proposal was fair, reasonable and non-discriminatory in respect of apps currently available on the YouView platform.

### **What methodology did YouView follow?**

10. In relation to meeting viewer expectations, YouView commissioned consumer research<sup>3</sup> via agency MindMover, to ascertain where consumers of TV and film VOD services would expect to see such services, when organised in a UI. MindMover performed an online survey in March 2021, completed by 1000 nationally representative respondents. Core questions covered background, demographic, app usage and attitudes.
11. Central to the survey was an app positioning ranking exercise, which was designed to determine the optimum app order based on end user expectations. Each respondent was asked to rank the provided apps in the order that they would ideally like to see them when they turned on their TV. As noted at paragraph 9 above, in order to fully take into account viewer needs and expectation, these included the “new” apps, YouTube and BT Sport.
12. For context, respondents were also shown the PSB Apps: BBC iPlayer, ITV Hub, All4, My5 and the ISP app BT TV and in accordance with the Policy, these apps were fixed in position at the top of the list and their positions could not be changed (as required by paragraph 5.15 of the Policy).
13. The survey included two apps which, due to the extent of discussions to date, are not close to launch on the platform and so were not included in this reorder. The rankings as set out at paragraph 17 below do not include these apps and the overall rankings have therefore been updated accordingly.
14. In relation to meeting viewer convenience, YouView considered two particular data sources, which collectively, allowed YouView to consider actual streams of content from the apps, across wider TV platforms and on YouView itself.
  - (i) **Actual usage of apps across UK TV platforms<sup>4</sup>**
    - (a) This information allowed YouView to cross-check perceived importance (or expectation as identified via the survey results) with actual quantifiable usage, by evaluating the number of qualifying long form video views for each app. Data was

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<sup>3</sup> MindMover survey conducted and results provided in April 2021

<sup>4</sup> UK platform usage based on H1 2020 (calendar) qualifying streams. YouTube position estimated by relative unique weekly visitors on competitor platform(s) with comparative app offerings

sourced from 3 Reasons (a recognised VOD and TV industry expert). Please see paragraphs 15 and 16 below for an explanation of how aggregate scores were calculated.

- (b) 3 Reasons provided industry data using H2 2020 (calendar) qualifying streams (a qualifying stream being three minutes minimum viewing of on demand content). Without access to qualifying streams on YouTube, YouTube's position was estimated based on relative unique weekly visitors on competitor platform(s) with comparative app offerings. YouView awarded 3 Reasons first ranked app one point, the second ranked app two points, and so on.
- (ii) **Actual usage of apps currently available on the YouView platform**
- (c) This allowed YouView to cross-check the results of cross-UK usage against YouView users' actual behaviour, or, in other words, YouView's audience profile in as far as that may be different to other platforms in the UK.
- (d) YouView H2 2020 (calendar) session data was used to rank the apps available on the YouView Platform. This measured the total time YouView viewers spent with each app open. In the absence of individual content provider data (please see Table 1 below), the positions are based on an average of the remaining available data. One point was awarded to the first ranked app, the second ranked app two points, and so on.

#### **What were the results of the reordering exercise?**

- 15. Each app achieved a ranking based on its aggregate score across the three data sources detailed above. The results of this research and final recommendation are presented in Table 1.
- 16. Actual usage on YouView is commercially sensitive information, so has not been included in the results set out below. The following summarises the positioning arising from the research:
  - (a) Netflix, Amazon and YouTube ranked in the top three slots, with Netflix scoring first across all sources;
  - (b) A regional service and an audio-only service make up the bottom two apps – BBC Sounds and S4C;
  - (c) NowTV (from Sky) achieved the 4<sup>th</sup> available slot;
  - (d) Britbox achieved the 5<sup>th</sup> slot;
  - (e) Since its emergence as a nationally available app, STV fared very well, obtaining the 7<sup>th</sup> available slot; and

- (f) Quantitative data from 3 Reasons and YouView Platform data indicated a high score for Milkshake! However, the qualitative findings from MindMover resulted in a reduced position to the 8<sup>th</sup> available slot.

17. The points awarded based on each of the three data sets are as below in Table 1

*Table 1*

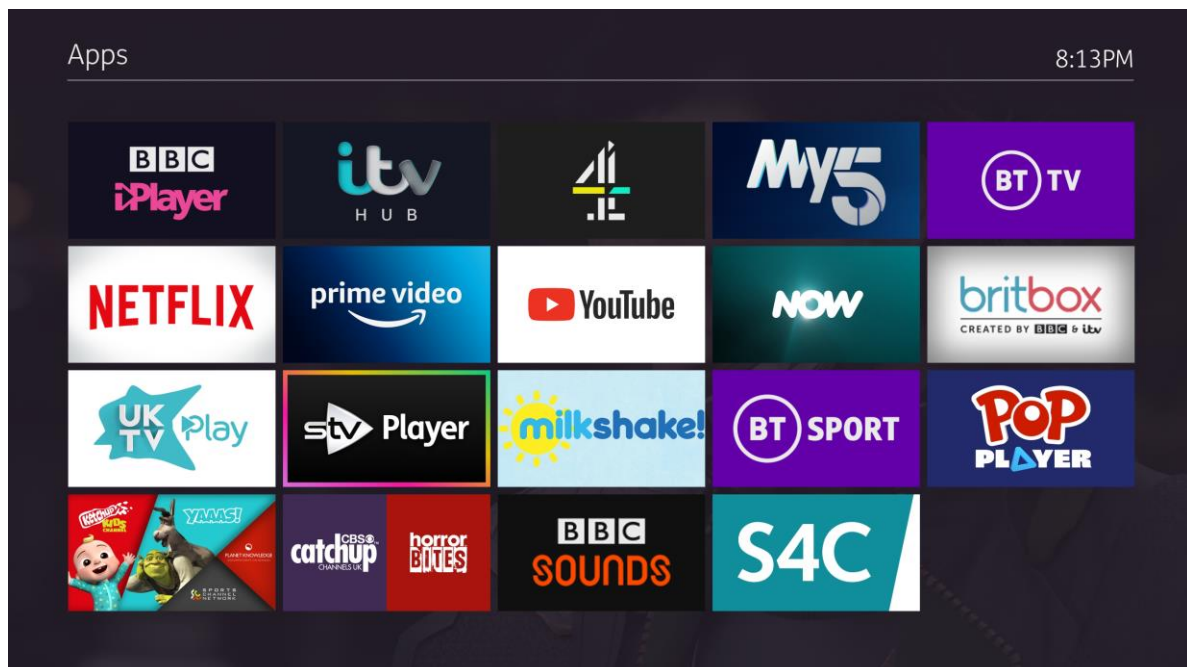
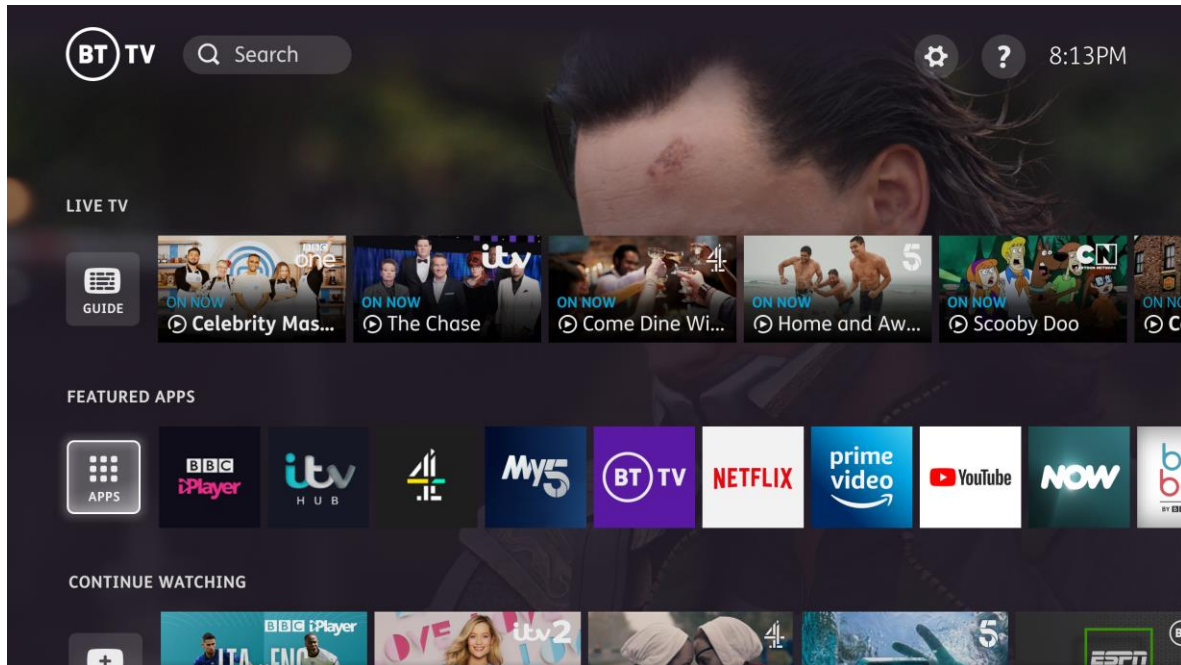
Rank	App	MindMover Survey (A)	Market Usage (B)	YV Platform Usage (C)	Final Score (A+B+C)
1-5	PSB Apps	N/A			
6	Netflix	1	1	1	3
7	Amazon Prime	2	3	2	7
8	YouTube	3	2	Unavailable	7.5 based on A+B
9	Now	4	5	3	12
10	Britbox	7	7	4	18
11	UKTV Play	8	6	5	19
12	STV	11	9	7	27
13	Milkshake!	16	8	6	30
14	BT Sport	10	10	Unavailable	30 based on A+B
15	Pop	15	11	8	34
16	VOD365	14	12	9	35
17	CBS Catchup	12	13	10	35
18	BBC Sounds	9	15	Unavailable <sup>5</sup>	36 based on A+B
19	S4C	13	14	11	38

<sup>5</sup> It is not technically possible for YouView to differentiate usage data between each BBC service made available on the YouView platform

## Re-ordered UI

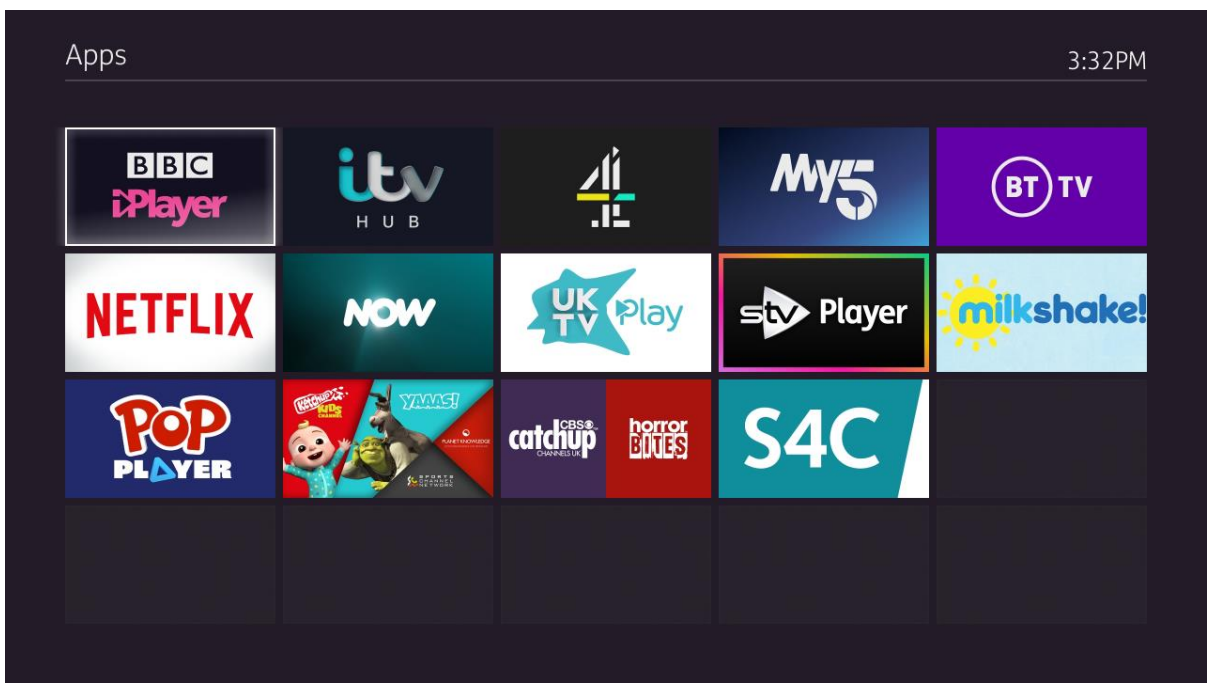
18. Based on the results set out at paragraph Table 1, YouView is proposing to re-order the UI as follows<sup>6</sup>:

### Apps reordering showing the new home screen design and the full screen apps page



Apps reordering on older YouView devices showing the main menu and the full screen apps page. Note: Amazon Prime is unavailable on these older devices and any new apps are also unlikely to be made available on the same basis)

<sup>6</sup> The regional variations of the Proposal are set out in the Appendix



### **How you can respond**

19. You are invited to respond to the Consultation. This is an open consultation on the Proposal and YouView welcomes the submission of written comments up until 5pm on 9<sup>th</sup> February 2022. Responses should be emailed to [legal@youview.com](mailto:legal@youview.com)
20. YouView does not intend to reply to individual responses and aims to finalise the re-ordering of the Apps as soon as YouView has had an opportunity to review and consider all responses.

**12<sup>th</sup> January 2022**



## APPENDIX

### NATIONAL VARIATIONS

#### A. Scotland

Rank	App	A. MMSurvey	B. Market Usage	C. YV Platform Usage	Final Score (A+B+C)
1	BBC iPlayer	N/A			
2	STV				
3	All4				
4	My5				
5	ISP Slot				
6	ITV Hub				
7	Netflix	1	1	1	3
8	Amazon Prime	2	3	2	7
9	YouTube	3	2	unavailable	7.5
10	NowTV	4	5	3	12
11	BritBox	7	7	4	18
12	UKTV Play	8	6	5	19
13	Milkshake!	16	8	6	30
14	BT Sport	10	10	unavailable	30
15	Pop	15	11	8	34
16	VOD365	14	12	9	35
17	CBS Catchup	12	13	10	35
18	BBC Sounds	9	15	12	36
19	S4C	13	14	11	38

B. Wales

Rank	App	A. MM Survey	B. Market Usage	C. YV Platform Usage	Final Score (A+B+C)
1	BBC iPlayer	N/A			
2	ITV				
3	S4C				
4	My5				
5	All4				
6	ISP Slot				
7	Netflix	1	1	1	3
8	Amazon Prime	2	3	2	7
9	YouTube	3	2	unavailable	7.5
10	NowTV	4	5	3	12
11	BritBox	7	7	4	18
12	UKTV Play	8	6	5	19
13	STV	11	9	7	27
14	Milkshake!	16	8	6	30
15	BT Sport	10	10	unavailable	30
16	Pop	15	11	8	34
17	VOD365	14	12	9	35
18	CBS Catchup	12	13	10	35
19	BBC Sounds	9	15	12	36