

CONSULTATION ON PROPOSAL TO REORDER APPS

14th August 2023

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 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 Policy¹ ("**Policy**"), YouView considered the principles set out in the Ofcom EPG Code² ("**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.
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). Paragraph 9.1 of the Policy determines that YouView may reorder UI positions no more than once per year. The last reorder of the apps section took place on 6th June 2022 ("**June 2022 Reorder**"). Therefore the reorder that will follow the Consultation will fall within the requirements of this paragraph as the anticipation is that the changes will take place with effect from September 2023.

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

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

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 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 and having done so during the June 2022 Reorder, YouView included three (3) apps that are not yet available on the YouView platform but which YouView anticipate will launch within the next six (6) to twelve (12) 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 10 to 13 below, in order to ensure that the Proposal was fair, reasonable and non-discriminatory in respect of apps currently available on the YouView platform.

YouView followed the same methodology as that applied during the June 2022 Reorder

10. In relation to meeting viewer expectations, YouView commissioned consumer research³ via agency QuMind, to ascertain where consumers of TV, film and audio-only streaming services would expect to see such services, when organised in a UI. QuMind performed an online survey in March 2023, completed by 1,006 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 seventeen (17) apps provided, in the order that they would ideally like to see them when they turned on their TV. As noted at paragraph 9 above, these included Disney+, Paramount+, Apple TV+ in order to fully take into account viewer needs and expectation.
12. For context, respondents were also shown the PSB Apps: BBC iPlayer, ITVX (STV Player for relevant Scottish regions), Channel 4, 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. 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 platforms⁴

- (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 programme usage for each app. Data was sourced from 3 Reasons (a recognised VOD and TV industry expert). Please see

³ QuMind survey conducted and results provided in March 2023.

⁴ UK platform usage based on H2 2022 (calendar) qualifying streams. This was supplemented with other data sources which was particularly useful where market data for individual services was not available. Other data sources include user account data, survey tracker data on app usage and behaviours and network traffic.

paragraphs 14 to 16 below for an explanation of how aggregate scores were calculated.

- (b) 3 Reasons provided industry data using H2 2022 (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

- (a) 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.
- (b) YouView H2 2022 (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?

- 14. 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.
- 15. 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 slots 6, 7 and 8, with Netflix scoring first across all sources;
 - (b) A kids service and a regional service make up the bottom two apps – Yaaas and S4C;
 - (c) Behind YouTube, Disney+ achieved 9th position, ahead of Now achieving the 10th available slot; and
 - (d) Out of the new Apps, Paramount+ was ranked above Apple TV+, having achieved a higher score from the QuMind survey.
- 16. The points awarded based on each of the three data sets are as below in Table 1:

Table 1

Rank	App	QuMind Survey (A)	Market Usage (B)	YV Platform Usage (C)	Final Score (A+B+C)
1-5	Apps for PSBs and relevant ISP	N/A			
6	Netflix	1	1	1	3
7	Amazon Prime	2	3	2	7
8	YouTube	3	2	Unavailable (3+2)/2 =2.5	7.5
9	Disney+	4	4	Unavailable (4+4)/2 =4	12
10	Now	6	5	3	14
11	Paramount +	5	7	Unavailable (5+7)/2 =6	18
12	UKTV Play	7	8	5	20
13	Britbox	9	10	6	25
14	Discovery +	8	9	Unavailable (8+9)/2 =8.5	25.5
15	Apple TV+	12	6	Unavailable (12+6)/2 =9	27
16	BBC Sounds	10	Unavailable 10	Unavailable 10	30
17	STV	15	12	7	34
18	Milkshake!	17	Unavailable (17+8)/2 =12.5	8	37.5
19	CBS Catchup	16	Unavailable (16+10)/2 =13	10	39
20	Pop Player	19	Unavailable (19+9)/2 =14	9	42

21	S4C Clic	18	Unavailable (28+12)/2 =15	12	45
22	Ketchup / Yaaas	20	Unavailable (20+11)/2 =15.5	11	46.5

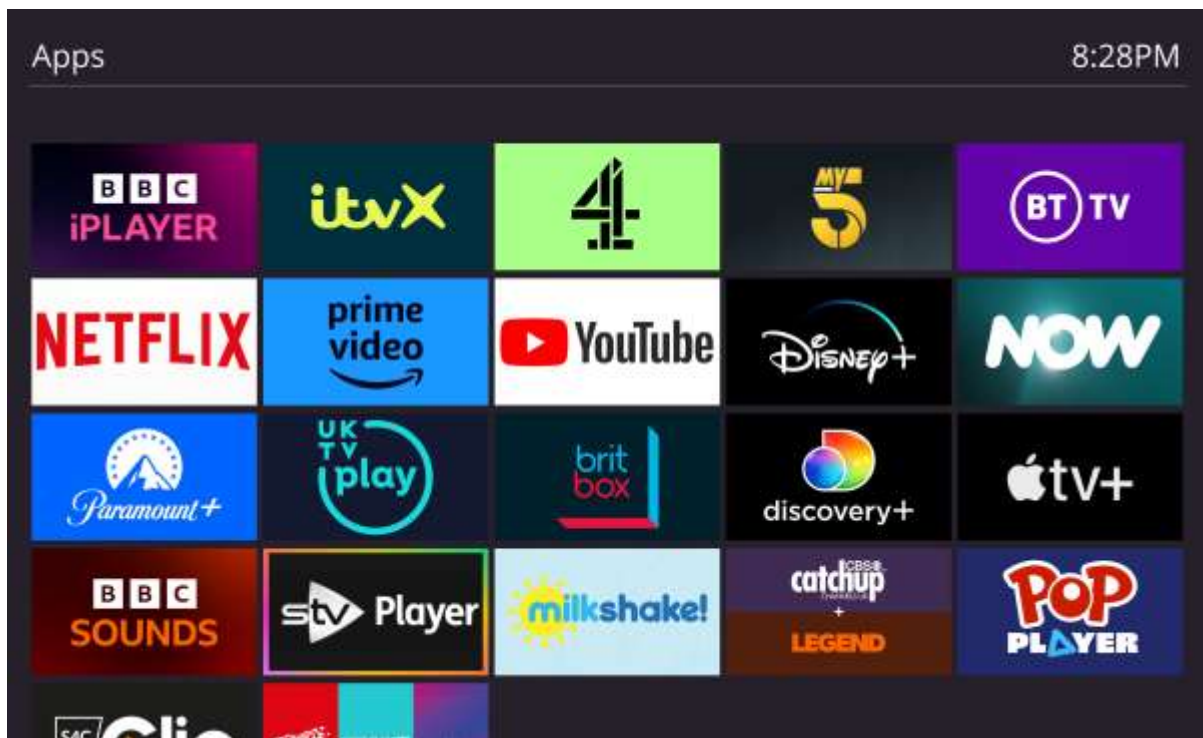
Re-ordered UI

17. Based on the results set out at paragraph Table 1, YouView is proposing to re-order the UI as follows⁵:

Apps reordering showing the homescreen design and the full screen apps page (BTTV branding shown for illustrative purposes only)



⁵ The regional variations of the Proposal are set out in the Appendix



18. Based on the relevant generation of STB, not all devices will display all apps. These lists summarise which apps will appear on each generation of STB:
- Third generation – all apps;
 - Second generation – excludes YouTube, Disney+, AppleTV+;
 - First generation – excludes ITVX/ITV Hub, Amazon, YouTube, Disney+, Paramount+, Discovery+, AppleTV+.

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 Friday 8th September 2023. Responses should be emailed to 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.

14th August 2023

APPENDIX - NATIONAL VARIATIONS

A. STV Regions

Rank	App	A. MM Survey	B. Market Usage	C. YV Platform Usage	Final Score (A+B+C)
1	BBC iPlayer	N/A			
2	STV				
3	Channel 4				
4	My5				
5	ISP Slot				
6	ITVX				
7	Netflix	1	1	1	3
8	Amazon Prime	2	3	2	7
9	YouTube	3	2	Unavailable (3+2)/2 =2.5	7.5
10	Now	4	5	3	12
11	Disney +	5	4	Unavailable (5+4)/2 =4.5	13.5
12	Paramount +	7	7	Unavailable (7+7)/2 =7	21
13	UKTV Play	9	8	5	22
14	Discovery +	8	9	Unavailable (8+9)/2 =8.5	25.5
15	Britbox	10	10	6	26
16	Apple TV+	14	6	Unavailable (14+6)/2 =10	30
17	BBC Sounds	11	Unavailable =11	Unavailable =11	33
18	Milkshake	17	Unavailable (17+8)/2 =12.5	8	37.5
19	CBS Catchup	16	Unavailable (16+10)/2 =13	10	39
20	Pop Player	19	Unavailable (19+9)/2 =14	9	42
21	S4C Clic	18	Unavailable (28+12)/2 =15	12	45
22	Ketchup / Yaaas	20	Unavailable (20+11)/2 =15.5	11	46.5

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	ITVX				
3	S4C Clic				
4	My5				
5	Channel 4				
6	ISP Slot				
7	Netflix	1	1	1	3
8	Amazon Prime	2	3	2	7
9	YouTube	3	2	Unavailable (3+2)/2 =2.5	7.5
10	Disney+	4	4	Unavailable (4+4)/2 =4	12
11	Now	6	5	3	14
12	Paramount +	5	7	Unavailable (5+7)/2 =6	18
13	UKTV Play	7	8	5	20
14	Britbox	9	10	6	25
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