

CONSULTATION ON PROPOSAL TO REORDER APPS – RESPONSE

27th October 2023

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 14th August 2023. The Consultation closed at 5pm on 8th September.

2. EXECUTIVE SUMMARY

- 2.1 YouView received two (2) responses, which were from existing content providers on the platform. Two (2) other existing content providers asked questions of YouView in relation to their own apps and these queries were resolved independently of the Consultation process.
- 2.2 The first respondent considered that the proposal contained within the Consultation (“Consultation Proposal”) contravenes the YouView UI & Search Policy (“Policy”) and the second respondent’s submission centred around whether the methodology used by YouView fully addressed the Policy’s aims to meet viewer needs and expectations.
- 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 (where this was available). 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.

The methodology used by YouView does not address both viewer needs and viewer expectations

- 3.2 The second respondent suggested that YouView should revise its methodology so as to:
- (a) reflect the needs and expectations of the platform’s current and target audiences rather than those of the wider market;
 - (b) make a distinction between “audience needs” and “audience expectations”;

- (c) ensure that the criteria used do not unfairly disadvantage PSB and free-to-air services; and
- (d) take account of linear viewing such that it is able to represent the viewing of content on the platform.

3.3 Over the coming months, we will be conducting a review of the Policy (with any changes to be subject to consultation) and in doing so, will take these points under consideration. We will be publishing our proposal for a revised Policy in due course and will welcome all feedback from content providers.

Usage criteria for the YouTube App

- 3.4 Both respondents questioned the data used to evaluate the YouTube app and in particular whether this aligned with the Policy's definition of "Qualifying long form video views".
- 3.5 There are two points to consider here. Firstly, even if YouTube would have launched into the next available slot, it is not actually possible for YouView to interrogate specific usage within the app.
- 3.6 Secondly, YouView was aware of the potential discrepancy that could exist between the definition's requirement for access to long form content and the mixture of both long form and short form content available on YouTube.
- 3.7 Having been mindful of these two points, when we were compiling the data sets for the scoring of actual usage across UK platforms, we requested that this discrepancy be taken into account as it is not possible to ascertain the percentage of long-form content versus that of short form content within apps.
- 3.8 Given that both respondents raised this issue as a concern, we reviewed the viewing data again and awarded YouTube the lowest possible score for this (as one of the elements for the actual usage criteria). While this did change the order in which the apps appeared in column B of Table A, this did not change the overall outcome. Please see a revised Table 1 with the updated data shown in red for ease of reference.
- 3.9 As noted at paragraph 3.3 above, we intend to review the Policy to ensure it remains in line with market practices and usage. In doing so, we will review the definition of "Qualifying long form video views", in the context of the evolution of content within apps like YouTube, together with the platform's need to use other data sets as a proxy for actual usage (when actual usage data is unavailable).

New Apps should go to the back of the order on launch

- 3.10 The second respondent questioned whether allowing soon-to-launch apps to take advantage of a reorder prior to their launch, was inconsistent as against those apps that had launched at the end of the order.

- 3.11 This is a question of timing. Discovery+ (one of the “soon to launch” apps included in this reorder), has actually already launched into the next available slot at the end of the order (launch date was on 1st August 2023) and will move to its new position as set out in Table 1.
- 3.12 The same respondent noted that, given usage data on YouView does not exist for soon-to-launch apps, it would be preferable for these apps to launch at the end of the order. In YouView’s view, meeting customer needs and expectations is vital to ensure the platform remains relevant to its viewers. As per the approach taken in 2022, we felt it was preferable to include “soon to launch” apps in the Consultation and we applied the same methodology as in 2022.
- 3.13 The first respondent questioned whether the soon-to-launch apps were “ready to launch” as per the requirement at paragraph 5.2 of the Policy. There are two points to consider here in response to this query: (i) this wording is premised on the use case of an app that will launch at the next available slot and therefore does not apply in these circumstances; and (ii) in the event that paragraph 5.2 were to apply, paragraph 5.5 of the Policy states that the “rate and speed at which YouView can launch new content services onto the YouView platform is influenced by operational and technical factors which will vary from time to time.” In this context and given the timeframes anticipated for launch of these apps, the platform is confident that they would fall within the “ready to launch” definition.

YouView’s usage of predictive usage data for apps which have yet to launch on the YouView platform

- 3.14 The first respondent queried whether in the absence of actual usage on YouView, predictive scores had been used as a proxy for what usage might have been, had such apps launched on the platform, prior to the point the review had been carried out. In this case, we used an average of the remaining available data, which was the same approach as that taken in 2022.

Timing of the re-ordering

- 3.15 The second respondent asked what the objective justification was for reordering the apps at this particular point, given a review took place in June 2022. Given the number of launches of new apps, YouView wanted to use this opportunity to ensure that the UI continued to meet user expectation and convenience.
- 3.16 In addition, they suggested that reviews should be carried out every two or three years, or two years after an app has launched and that this would still meet YouView’s audience’s needs and expectations. We have taken this point under advisement and will consider the most appropriate timeframe when conducting our review of the Policy.
- 3.17 As a point of clarity, regarding the implementation of the reorder and the launch date of the “soon-to-launch” apps. The reorder will take effect from 9th November and the apps already on the platform will move (or not) into their revised positions. As and when the “new” apps launch, they will do so into the spot indicated in the Schedule, with the other apps moving into the slot indicated in the Schedule. In the event of any delay, or indeed failure to launch, the available apps will either move into their indicated slot following launch, or would not move at all.

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 9th November 2023, following our standard change procedure.

27th October 2023

Revised Table 1

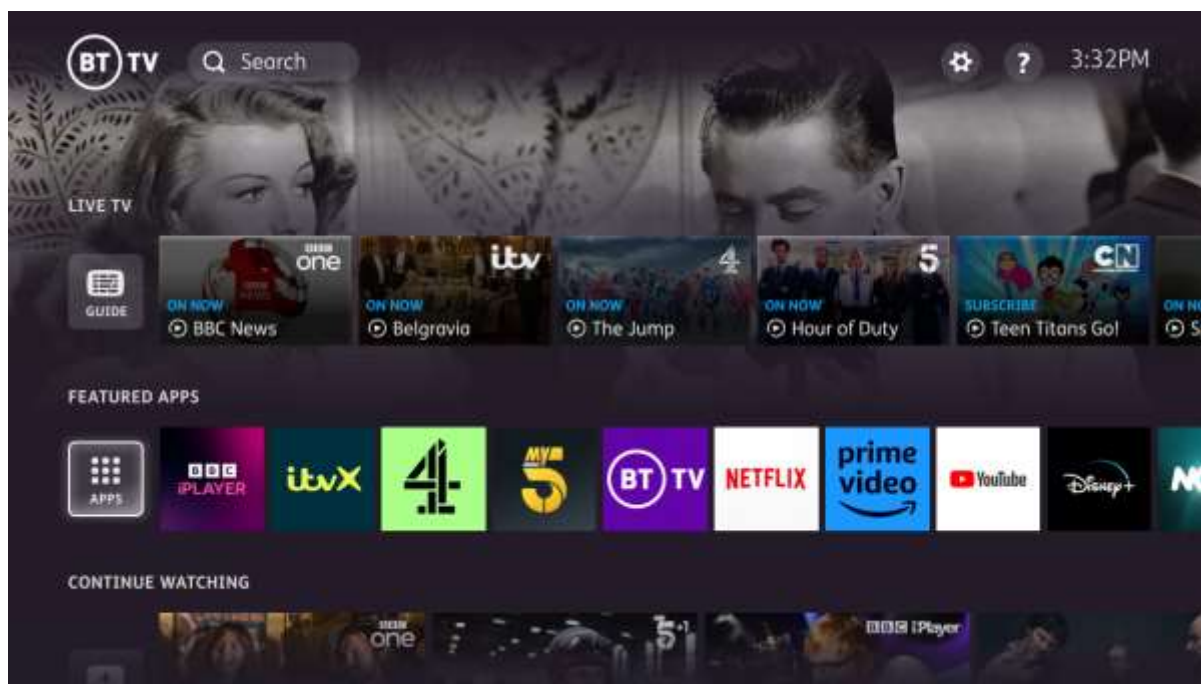
	QuMind (Eng)	3Reasons (Eng av)	YV data (Eng av)	Total (Eng)
Netflix	1	1	1	3
Amazon Prime	2	2	2	6
YouTube	3	3	Unavailable (3+3)/2 =3	9
Disney +	4	4	Unavailable (4+4)/2 =4	12
Now	6	5	3	14
Paramount +	5	7	Unavailable (5+7)/2 =6	18
UKTV Play	7	8	5	20
Britbox	9	10	6	25
Discovery +	8	9	Unavailable (8+9)/2 =8.5	25.5
Apple TV+	12	6	Unavailable (12+6)/2 =9	27
BBC Sounds	10	Unavailable =10	Unavailable =10	30
STV (ITVX in England)	15	12	7	34
Milkshake	17	Unavailable (17+8)/2 =12.5	8	37.5
CBS Catchup	16	Unavailable (12+6)/2 =9	10	39
Pop Player	19	Unavailable (19+9)/2 =14	9	42
S4C Clic	18	15 Unavailable (18+12)/2 =15	12	45
Ketchup / Yaaas	20	Unavailable (20+11)/2 =15.5	11	46.5

Schedule

Re-ordered UI

1. Based on the results set out at Table 1, the UI shall be reordered as follows¹:

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



¹ The regional variations of the reorder are set out in the Appendix



APPENDIX - NATIONAL VARIATIONS

Ordering of Players by Region

Rank	England	Scotland STV Areas	Wales
1	BBC iPlayer	BBC iPlayer	BBC iPlayer
2	ITVX	STV	ITVX
3	Channel 4	Channel 4	S4C Clic
4	My5	My5	My5
5	ISP Slot	ISP Slot	Channel 4
6	Netflix	ITVX	ISP Slot
7	Amazon Prime	Netflix	Netflix
8	YouTube	Amazon Prime	Amazon Prime
9	Disney+	YouTube	YouTube
10	Now	Disney+	Disney+
11	Paramount+	Now	Now
12	UKTV Play	Paramount+	Paramount+
13	Britbox	UKTV Play	UKTV Play
14	Discovery+	Britbox	Britbox
15	Apple TV+	Discovery+	Discovery+
16	BBC Sounds	Apple TV+	Apple TV+
17	STV	BBC Sounds	BBC Sounds
18	Milkshake!	Milkshake!	STV
19	CBS Catchup	CBS Catchup	Milkshake!
20	Pop Player	Pop Player	CBS Catchup
21	S4C Clic	S4C Clic	Pop Player
22	Ketchup / Yaaas!	Ketchup / Yaaas!	Ketchup / Yaaas!