



Dear Sir, Madam,

Re. Digital UK Consultation on revised rules on the allocation of LCNs to public service channels

Channel 4 believes PSB prominence is a vital part of the PSB compact between PSBs and the Government which has enabled PSBs to reach large audiences and maximise the delivery of our public service licence obligations and, in Channel 4's case, our wide ranging statutory remit.

Ofcom's recent review of PSB prominence concluded that prominence remains vital for PSBs and it is right that, where PSBs are not in a sufficiently prominent position, platforms move these PSBs up their respective EPGs in line with Ofcom's instructions.

Channel 4 is supportive of both DUK's proposed amendments to section 5.1 of the LCN policy and its proposed method and implementation plans for creating a slot for BBC 4 in the first 24 LCNs.

Sincerely,

Helen Jay

**Head of Policy and Corporate Affairs
Channel 4**