

**CONSULTATION ON
PROPOSAL TO
REORDER APPS**

15th June 2026

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**”). The proposed reorder is intended to ensure that the Apps area continues to reflect viewer expectation and convenience, using objective and current audience, usage and consumer expectation data and that the ordering of apps remains fair, reasonable and non-discriminatory.
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 Apps area of the UI, including where that ordering is reflected in the Home Screen app rail. It also includes apps which are expected to launch on YouView in the near future, where those apps have been included in the ranking exercise in order to reflect viewer expectation once available.
4. The aim of the Proposal is to ensure that the UI continues to meet the needs of viewer expectation and convenience and that apps’ UI positions continue to be allocated on a fair, reasonable and non-discriminatory basis.
5. This Consultation is limited to the proposed ordering of apps in the Apps area of the UI, including where that ordering is reflected in the Home Screen app rail. It does not propose changes to the ordering of linear channels, LCNs, search results, or other areas of the UI. For the avoidance of doubt, YouView is not consulting on UI layout, icon size, number of rows, visual design, Home Screen configuration or other presentation matters. Any screenshots included in this Consultation are illustrative only.

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 developing the Proposal, YouView has applied the governing principles as set out in the Policy. In particular, YouView has considered whether the ordering of apps remains fair, reasonable and non-discriminatory and whether the ordering continues to present services 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 effect in June 2023 (the “**2023 Reorder**”). The proposed reorder described in this Consultation is intended to be the next review and reorder of apps UI positions under paragraph 9.1 of the Policy.

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

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

8. Paragraph 9.1 of the Policy provides that YouView may review and reorder UI positions in order to ensure that the UI continues to meet the needs of viewer convenience and expectation and that any such review and reordering is conducted in consultation with Content Providers. The Policy also provides that the ordering methodology for apps would be subject to consultation. This Consultation is therefore intended to consult Content Providers on the proposed updated methodology and resulting order for apps.

Context on App Discoverability and Ease of Access

9. YouView has previously commissioned consumer research from QuMind, now Largo, to understand the importance and impact of app positioning within television user interfaces. The research was conducted in 2023 and completed by circa 1,000 nationally representative respondents.
10. The research indicated that while app ordering is relevant to viewer expectation and convenience, users are generally more sensitive to whether apps can be found and accessed easily than to marginal differences in their precise order. In particular, users value clear navigation, ease of discovery and the ability to find relevant content quickly.
11. The research also indicated that most users do not report significant difficulty finding apps within a TV interface. Although some users expressed preferences for particular app orders, a significant proportion (nearly half) did not have strong views on precise app ordering, provided that apps remained accessible and easy to locate. YouView also reviewed platform usage following the 2023 Reorder and did not identify a material viewing impact from marginal changes in app ordering where apps remained readily accessible and discoverable.
12. The home screen was identified as the most common route by which users find apps within a TV interface, although a material proportion (around a fifth of users) also access apps via an “all apps” screen/list. YouView has taken these findings into account when considering the proposed app ordering and the ease with which viewers can find and access apps within the UI.
13. YouView also notes that viewers may discover and access app-based content through other areas of the UI, including editorial and content discovery areas. These routes sit alongside direct access through the Apps area and are managed consistently with viewer expectation and convenience.

Methodology applied to the Proposal

14. In light of the research described above, YouView has considered both:
 - (a) the ordering of apps, by reference to objective ranking criteria; and
 - (b) the accessibility and discoverability of apps within the UI, including the extent to which users can find and access apps easily.
15. The Proposal has therefore been developed using a combination of consumer expectation research, wider UK market usage data and YouView platform usage data. This approach is intended to ensure that the proposed order is fair, reasonable and non-discriminatory, while also reflecting how viewers expect to find and access app-based services in a television UI.

Consumer expectation

16. In relation to meeting viewer expectations, YouView commissioned consumer research³ from agency Largo (formerly QuMind), to ascertain where consumers of TV, film and audio-only streaming services would expect to see such services, when organised in a UI. Largo performed an online survey in April 2026, completed by circa 1,000 nationally representative respondents. Core questions covered background, demographic, app usage and attitudes.
17. Central to the survey was an app-positioning ranking exercise, which was designed to identify the relative order in which users would expect to see apps presented in a UI. Each respondent was asked to rank the apps provided in the survey in the order that they would ideally like to see them when they turned on their TV. This consumer expectation ranking was used as one input into the proposed order, alongside wider UK market usage data and YouView platform usage data.
18. For context, respondents were also shown the PSB Apps: BBC iPlayer, ITVX (STV Player for relevant Scottish regions), Channel 4, 5 and the ISP app EE 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).
19. Consistent with the approach taken in previous apps reordering exercises, Disney+ has been included in the ranking exercise although it has not yet launched on YouView. This is on the basis that it may become available on YouView in the near future and that its inclusion allows the proposed ordering to reflect viewer expectation once the app does become available.

Wider UK market usage⁴

20. For the Proposal, YouView has used MTM/BARB data relating to viewing on TV devices, measured by total viewer minutes over the relevant review period. Where directly comparable TV-device data was unavailable, YouView used the best available equivalent audience or usage evidence.
21. This information allowed YouView to cross-check perceived importance, or expectation as identified via the survey results, against objective market usage evidence.
22. MTM provided industry analysis using H2 2025 TV-device viewing data. For HBO Max and Discovery+, where the relevant services were affected by recent developments within the Warner Bros. Discovery app portfolio and HBO Max had only recently launched in the UK, MTM provided April 2026 TV-device viewing data, which YouView normalised to a comparable six-month review-period basis. Where directly comparable TV-device viewing data was unavailable for a particular app, YouView used the best available equivalent audience or usage data, applying an objective and consistent approach to produce an estimated rank. YouView awarded MTM's first-ranked app one point, the second-ranked app two points and so on.
23. Where an estimated rank has been used because directly comparable data was unavailable, the relevant calculation or basis for the estimate is shown in Table 1 for transparency.

³ Largo, formerly QuMind, survey conducted and results provided in April 2026

⁴ For 2026, YouView is using MTM/BARB viewing data across TV devices, measured by total viewer minutes over the relevant review period, supplemented where necessary by the best available equivalent audience or usage evidence where directly comparable TV-device data was unavailable

24. YouView recognises that audio-only apps are not directly comparable with video-on-demand apps for all audience measurement purposes. BBC Sounds is not covered by BARB/MTM market usage data. For BBC Sounds' market-usage input, YouView therefore used BBC-supplied all-device UK audience or usage data and applied a TV-device weighting to estimate the proportion of that usage relevant to the Apps area of the UI⁵. This produced an estimated market-usage rank for BBC Sounds, which is shown in Table 1 for transparency. BBC Sounds' YouView platform usage rank is based on BBC-supplied H2 FY25/26 (October 2025 to March 2026) BBC Sounds usage data for the YouView platform, which YouView used as the best available evidence for that input.

YouView platform usage

25. YouView also considered actual app usage on the YouView platform. This provides a YouView-specific check against wider market data and helps ensure that the proposed order reflects the behaviour of YouView viewers, not only wider UK market usage. Because this data is commercially sensitive, YouView has reflected it in the ranking exercise but does not propose to publish raw YouView usage figures as part of the Consultation.
26. YouView H2 FY25/26 (October 2025 to March 2026) platform 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. Where YouView platform usage data was unavailable or incomplete for a recently launched or newly available app, YouView used the best available equivalent usage evidence. For DAZN, this included April 2026 YouView usage data normalised to a comparable six-month review-period basis. For HBO Max and Discovery+, YouView considered that the standard H2 FY25/26 review-period data was less representative of likely future viewer expectation and usage because of material recent changes within the Warner Bros. Discovery app portfolio, including the publicly announced move of TNT Sports from Discovery+ to HBO Max in the UK. YouView therefore used April 2026 market usage and YouView platform usage data for those two apps, normalised to a comparable six-month review-period basis, as the best available evidence of their relative position following that portfolio change. 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?

27. Each app achieved a ranking based on its aggregate score across the three data sources described above. The results of the ranking exercise and the proposed order are presented in Table 1.
28. Actual usage on YouView is commercially sensitive information, so has not been included in the results set out below. In summary:
- (a) Excluding the PSB apps and relevant ISP app positions, which are fixed in accordance with the Policy, Netflix, YouTube and Prime Video rank highest among the remaining national UK-wide video apps. The precise displayed position may vary by regional configuration, device generation and the presence of any system or editorial UI elements that are not Content Provider app positions;

⁵ For this purpose, YouView applied a 10% TV-device weighting to the available all-device data.

- (b) Regionally specific services, such as STV Player and S4C Clic, rank lower in the UK-wide order, but are treated separately in the proposed regional variations for Scotland and Wales;
 - (c) BBC Sounds' position reflects strong consumer expectation, an estimated market-usage rank derived from BBC-supplied all-device UK audience or usage data to which YouView applied a 10% TV-device weighting and BBC-supplied H2 FY25/26 (October 2025 to March 2026) BBC Sounds usage data for the YouView platform. This recognises that audio-only services are not measured on the same basis as video-on-demand apps and that BBC Sounds is not covered by BARB/MTM market usage data; and
 - (d) HBO Max has been treated as a recent market entrant. Given the limited period of UK usage data available following its launch, YouView considered the available consumer expectation data and April 2026 market usage data normalised to a comparable six-month review-period basis. YouView also took account of relevant developments within the Warner Bros. Discovery app portfolio, including the publicly announced move of TNT Sports from Discovery+ to HBO Max in the UK. For YouView platform usage, YouView used April 2026 usage data for HBO Max and Discovery+, normalised to a comparable six-month review-period basis. On that basis, the proposed order reflects the April 2026 normalised usage inputs and places HBO Max ahead of Discovery+.
29. For the purposes of the Proposal, where two or more apps achieve the same calculated aggregate score, YouView has resolved the tie by preserving the tied apps' existing relative order in the YouView UI, where each of the tied apps is already available on YouView. In those circumstances, although the tied apps may have different rankings across the individual data inputs, the calculated aggregate score does not distinguish between them on an overall basis. YouView therefore considers it fair, reasonable and objectively justifiable to preserve the existing relative order resulting from the previously allocated UI positions, rather than introducing an additional change to the viewer experience without a clear overall ranking distinction under the aggregate scoring methodology. This approach has been applied consistently to the relevant ties in Table 1.
30. The ranks and calculated aggregate scores based on each of the three data inputs are set out in Table 1 below. A lower calculated aggregate score indicates a higher ranking under the scoring methodology.

Table 1⁶

Proposed UI Position	App	Consumer Expectation Rank (A)	MTM/Market Usage Rank ⁷ (B)	YouView Usage Rank ⁸ (C)	Calculated Aggregate Score (A+B+C) ⁹
1-5	Apps for PSBs and relevant ISP	N/A			
6	Netflix	1	1	1	3
7	YouTube	3	2	2	7
8	Prime Video	2	4	3	9
9	Disney+	4	3	Unavailable ¹⁰ (4+3)/2 =3.5	10.5
10	NOW	7	5	4	16
11	Paramount+	5	6	8	19
12	HBO Max ¹¹	8	April 2026 market usage data normalised to six-month basis: 8	April 2026 YouView usage normalised to six-month basis: 5	21
13	Apple TV+	10	7	7	24
14	U (UKTV)	11	9	6	26
15	Discovery+	6	April 2026 market usage data normalised to six-month basis: 11	April 2026 YouView usage normalised to six-month basis: 9	26
16	BBC Sounds ¹²	9	Estimated rank based on all-device data adjusted for TV-device relevance: 10	10	29
17	GBN	14	12	11	37
18	Watch Free UK	12	14	14	40

⁶ For the purposes of this Proposal, where apps have the same calculated aggregate score, their relative order has been determined in accordance with the tie-break approach described in paragraph 29

⁷ H2 FY25/26 (October 2025 to March 2026) – unless indicated otherwise

⁸ H2 FY25/26 (October 2025 to March 2026) – unless indicated otherwise

⁹ A lower calculated aggregate score indicates a higher ranking under the scoring methodology

¹⁰ Disney+ has not yet launched on YouView. Its YouView usage rank has therefore been estimated by averaging the available consumer expectation and market-usage ranks

¹¹ Proposed UI position reflects the treatment of HBO Max as a recent market entrant and the Warner Bros. Discovery portfolio considerations described in paragraph 28(d), including the publicly announced move of TNT Sports from Discovery+ to HBO Max in the UK

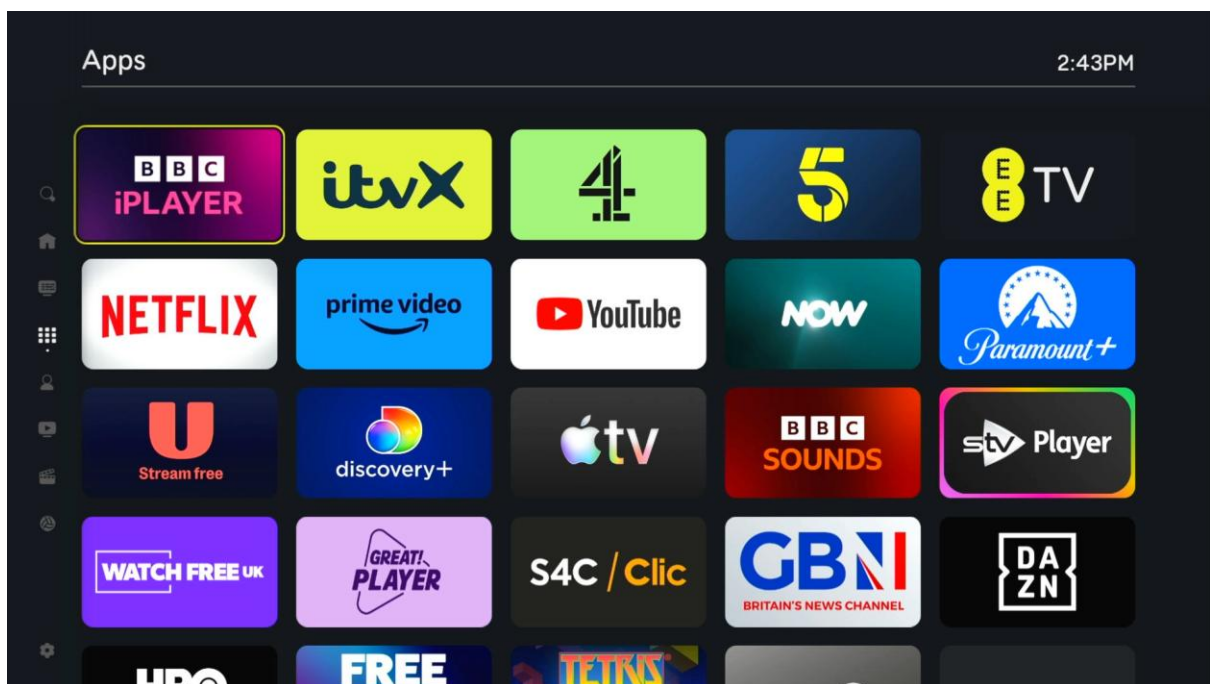
¹² BBC Sounds' market-usage rank is estimated using BBC-supplied all-device UK audience or usage data, applying a 10% TV-device weighting to estimate usage relevant to the Apps area of the UI. BBC Sounds' YouView usage rank is based on BBC-supplied H2 FY25/26 (October 2025 to March 2026) BBC Sounds usage data for the YouView platform

Proposed UI Position	App	Consumer Expectation Rank (A)	MTM/Market Usage Rank ⁷ (B)	YouView Usage Rank ⁸ (C)	Calculated Aggregate Score (A+B+C) ⁹
19	Great! Player	16	13	13	42
20	STV	15	16	12	43
21	DAZN	13	15	April 2026 YouView data normalised to six-month basis: 15	43
22	S4C Clic	17	17	16	50

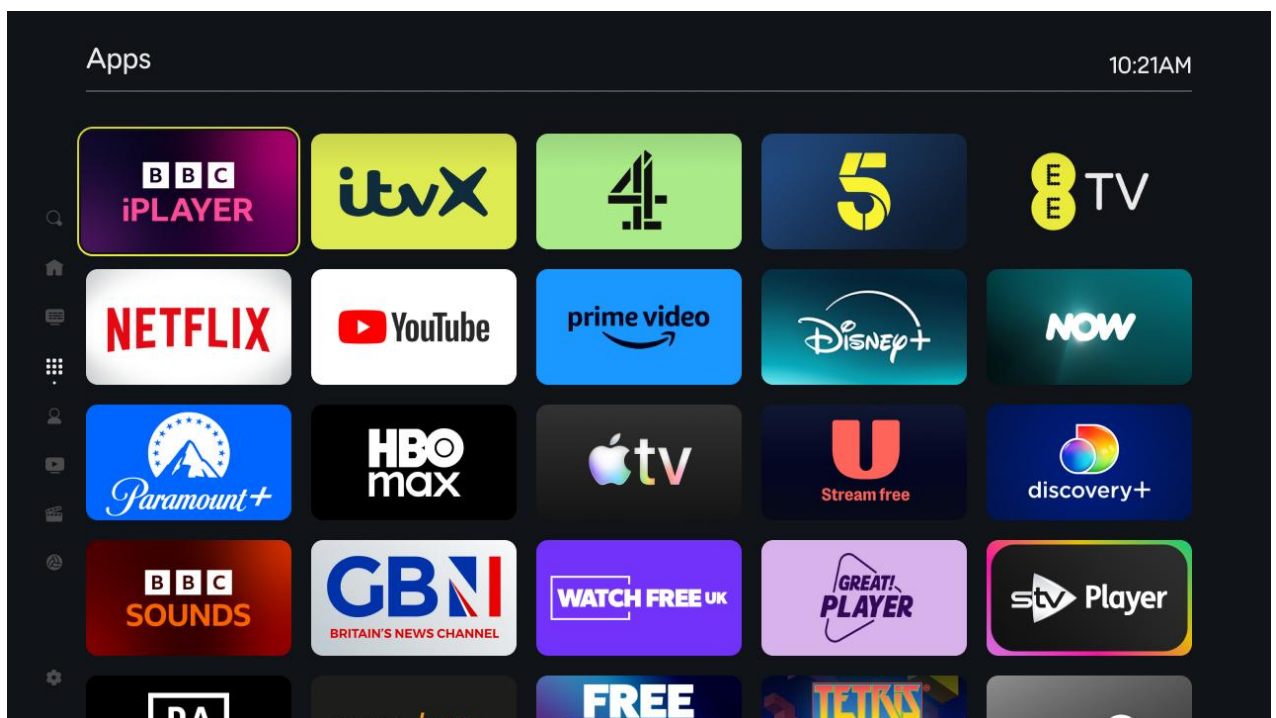
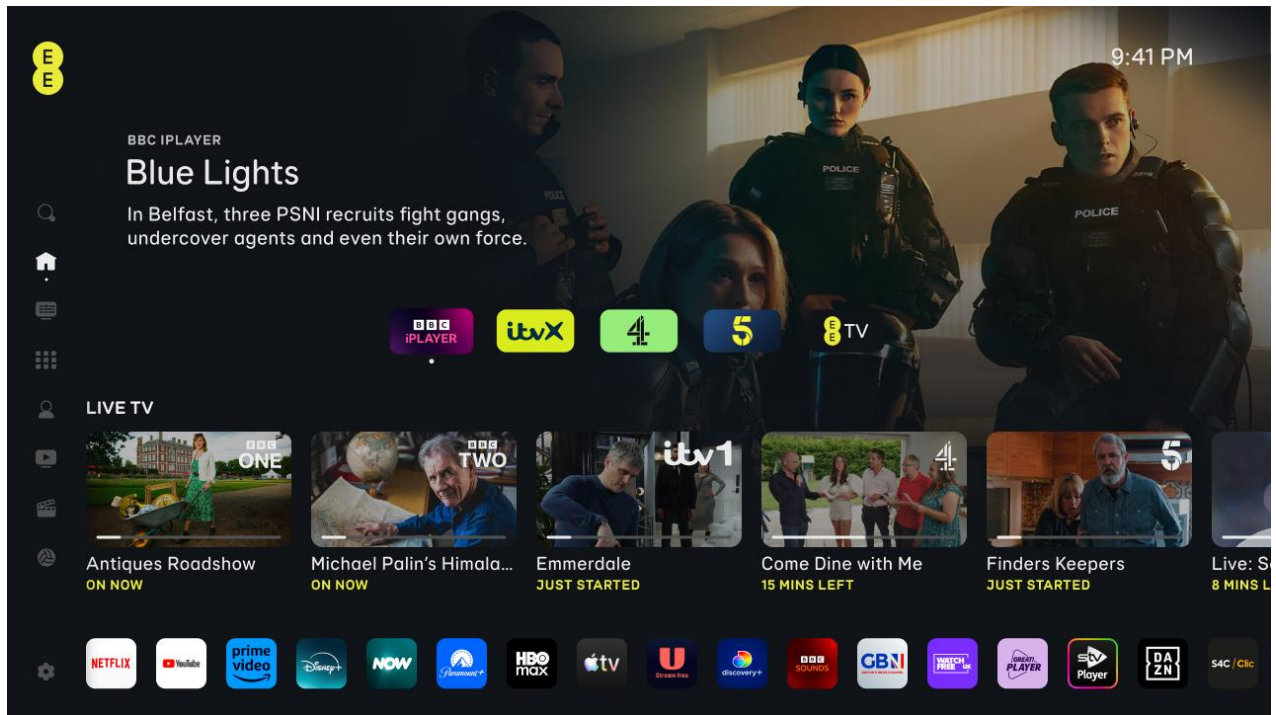
Re-ordered UI

31. Based on the methodology and results described above, YouView proposes to reorder the Apps area as set out in Table 1. The screenshots included are for illustrative purposes only, to indicate how the proposed order may appear in the UI. They do not form part of the Proposal and YouView is not consulting on UI layout, icon size, number of rows, visual design, Home Screen configuration or other presentation matters. The precise visual presentation of apps may vary by device generation, software version, regional configuration and ISP branding. The Scotland and Wales regional variations are set out in the Appendix.

Illustrative current UI examples only: Screenshots do not form part of the Proposal and are included only to show how the current Apps order appears in the UI. YouView is not consulting on UI layout, icon size, number of rows, visual design, Home Screen configuration or other presentation matters. EE TV branding is shown for illustrative purposes:



Illustrative proposed UI examples only: Screenshots do not form part of the Proposal and are included only to show how the proposed Apps order may appear in the UI. YouView is not consulting on UI layout, icon size, number of rows, visual design, Home Screen configuration or other presentation matters. EE TV branding is shown for illustrative purposes only:



32. Not all apps are available on all YouView device generations. Where an app is unavailable on a particular device generation, the next available app will move up in the order presented to viewers on that device. The proposed order therefore operates subject to technical availability on the relevant device:
- Fourth generation – all apps
 - Third generation – excludes YouTube, Disney+, Paramount+, HBO Max, Discovery+, Apple TV+
 - Second generation – excludes Netflix, YouTube, Disney+, Paramount+, HBO Max, Discovery+, Apple TV+
 - First generation – excludes Netflix, YouTube, Prime Video, Disney+, BBC Sounds, Paramount+, HBO Max, Discovery+, Apple TV+, GBN

How you can respond

33. 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 13th July 2026. Responses should be emailed to legal@youview.com
34. 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.

15th June 2026

APPENDIX

REGIONAL AND NATIONAL VARIATIONS

A. Scotland

Proposed UI Position	App	Consumer Expectation Rank (A)	MTM/Market Usage Rank ¹³ (B)	YouView Usage Rank ¹⁴ (C)	Calculated Aggregate Score (A+B+C) ¹⁵
1	BBC iPlayer	N/A			
2	STV				
3	Channel 4				
4	5				
5	ISP Slot				
6	ITVX				
7	Netflix	1	1	1	3
8	YouTube	3	2	2	7
9	Prime Video	2	4	3	9
10	Disney+	4	3	Unavailable ¹⁶ (4+3)/2 =3.5	10.5
11	NOW	7	5	4	16
12	Paramount+	5	6	8	19
13	HBO Max ¹⁷	8	April 2026 market usage data normalised to six-month basis: 8	April 2026 YouView usage normalised to six-month basis: 5	21
14	Apple TV+	10	7	7	24
15	U (UKTV)	11	9	6	26
16	Discovery+	6	April 2026 market usage data normalised to six-month basis: 11	April 2026 YouView usage normalised to six-month basis: 9	26
17	BBC Sounds ¹⁸	9	Estimated rank based on all-device data adjusted for TV-device relevance: 10	10	29
18	GBN	14	12	11	37
19	Watch Free UK	12	14	13	39
20	Great! Player	15	13	12	40

¹³ H2 FY25/26 (October 2025 to March 2026) – unless indicated otherwise

¹⁴ H2 FY25/26 (October 2025 to March 2026) – unless indicated otherwise

¹⁵ A lower calculated aggregate score indicates a higher ranking under the scoring methodology

¹⁶ Disney+ has not yet launched on YouView. Its YouView usage rank has therefore been estimated by averaging the available consumer expectation and market-usage ranks

¹⁷ Proposed UI position reflects the treatment of HBO Max as a recent market entrant and the Warner Bros. Discovery portfolio considerations described in paragraph 28(d), including the publicly announced move of TNT Sports from Discovery+ to HBO Max in the UK

¹⁸ BBC Sounds' market-usage rank is estimated using BBC-supplied all-device UK audience or usage data, applying a 10% TV-device weighting to estimate usage relevant to the Apps area of the UI. BBC Sounds' YouView usage rank is based on BBC-supplied H2 FY25/26 (October 2025 to March 2026) BBC Sounds usage data for the YouView platform

Proposed UI Position	App	Consumer Expectation Rank (A)	MTM/Market Usage Rank ¹³ (B)	YouView Usage Rank ¹⁴ (C)	Calculated Aggregate Score (A+B+C) ¹⁵
21	DAZN	13	15	April 2026 YouView data normalised to six-month basis: 14	42
22	S4C Clic	16	16	15	47

B. Wales – full Apps page order

The Wales-specific order shown below applies to the full Apps page, where S4C Clic appears ahead of Channel 4. This Consultation does not propose to change the existing Wales Home Screen app rail configuration, under which Channel 4 continues to appear ahead of S4C Clic. The screenshots included in this Consultation are illustrative only and should not be read as proposing changes to the Home Screen app rail or other UI layout/presentation matters.

Proposed UI Position	App	Consumer Expectation Rank (A)	MTM/Market Usage Rank ¹⁹ (B)	YouView Usage Rank ²⁰ (C)	Calculated Aggregate Score (A+B+C) ²¹
1	BBC iPlayer	N/A			
2	ITVX				
3	S4C Clic				
4	5				
5	Channel 4				
6	ISP Slot				
7	Netflix	1	1	1	3
8	YouTube	3	2	2	7
9	Prime Video	2	4	3	9
10	Disney+	4	3	Unavailable ²² (4+3)/2 =3.5	10.5
11	NOW	7	5	4	16
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13	HBO Max ²³	8	April 2026 market usage data normalised to six-month basis: 8	April 2026 YouView usage normalised to six-month basis: 5	21
14	Apple TV+	10	7	7	24
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¹⁹ H2 FY25/26 (October 2025 to March 2026) – unless indicated otherwise

²⁰ H2 FY25/26 (October 2025 to March 2026) – unless indicated otherwise

²¹ A lower calculated aggregate score indicates a higher ranking under the scoring methodology

²² Disney+ has not yet launched on YouView. Its YouView usage rank has therefore been estimated by averaging the available consumer expectation and market-usage ranks

²³ Proposed UI position reflects the treatment of HBO Max as a recent market entrant and the Warner Bros. Discovery portfolio considerations described in paragraph 28(d), including the publicly announced move of TNT Sports from Discovery+ to HBO Max in the UK

²⁴ BBC Sounds' market-usage rank is estimated using BBC-supplied all-device UK audience or usage data, applying a 10% TV-device weighting to estimate usage relevant to the Apps area of the UI. BBC Sounds' YouView usage rank is based on BBC-supplied H2 FY25/26 (October 2025 to March 2026) BBC Sounds usage data for the YouView platform

Proposed UI Position	App	Consumer Expectation Rank (A)	MTM/Market Usage Rank ¹⁹ (B)	YouView Usage Rank ²⁰ (C)	Calculated Aggregate Score (A+B+C) ²¹
20	Great! Player	16	13	13	42
21	STV	15	16	12	43
22	DAZN	13	15	April 2026 YouView data normalised to six-month basis: 15	43