

**CONSULTATION ON
PROPOSAL TO
REORDER APPS –
RESPONSE**

24th July 2026

REORDER OF APPS IN THE YOUVIEW USER INTERFACE (“UI”)

1. INTRODUCTION

- 1.1 YouView published a proposal to reorder the apps that are presented in the Apps area of the YouView UI for consultation with stakeholders (the "**Consultation Proposal**") on 15th June 2026. The Consultation Proposal closed at 5pm on 13th July 2026.
- 1.2 The Consultation Proposal was limited to the proposed ordering of apps in the Apps area of the UI. Screenshots included in the Consultation Proposal were illustrative only.
- 1.3 This response ("**Response**") summarises the material points raised by respondents and sets out YouView's response to those points. YouView has considered all responses received, including the late response received from the BBC.

2. EXECUTIVE SUMMARY

- 2.1 YouView received responses from Sky/NOW, S4C, STV, UKTV, YouTube, Great! Player and the BBC.
- 2.2 YouTube supported YouView's viewer-first and data-informed approach. The other responses raised points concerning: (a) the weighting of YouView platform usage, wider UK market usage and consumer expectation data; (b) the relevance of nationally representative consumer research and wider UK market usage data; (c) the treatment of new or recently launched apps, including Disney+ and HBO Max; (d) the treatment of BBC Sounds; (e) the regional treatment of STV Player, ITVX and S4C Clic; (f) the visibility and discoverability of apps within the UI; and (g) the need for future policy development as viewer behaviour, app discovery and the RTSS regime evolve.
- 2.3 Having considered the responses, YouView remains of the view that the Consultation Proposal applies an objective, transparent and fair methodology. The equal weighting of consumer expectation, wider UK market usage and YouView platform usage remains appropriate for this review and is consistent with the objective of presenting apps in a way that reflects viewer expectation and convenience.
- 2.4 YouView has not made changes to the proposed ordering as a result of the responses received. YouView intends to implement the 2026 reorder in accordance with the final order set out in the Schedule to this Response.
- 2.5 YouView will continue to keep the UI Policy and the presentation and discoverability of apps under review. Future reviews will take account of applicable regulatory developments, including the evolving statutory framework for regulated television selection services, as well as developments in how viewers find and access apps and content.

3. DETAILED RESPONSE

- 3.1 We have reviewed and considered the points made by respondents and have aggregated our comments across the main issues raised. The Response is set out below.

Methodology, weighting and YouView-specific usage

- 3.2 Respondents suggested, in different ways, that the proposed methodology should give greater weight to actual YouView platform usage, customer entitlement, recency of use, or the viewing behaviour of YouView households. Some respondents considered that equal weighting across consumer expectation, wider UK market usage and YouView platform usage underweights existing platform engagement.
- 3.3 YouView recognises the importance of actual platform usage and included YouView platform usage as one of the three ranking inputs. However, YouView does not consider that platform usage, customer entitlement, bundle inclusion or recency of use should be given determinative weight in setting the baseline order for the Apps area. The purpose of the review is not to optimise the position of any particular app by reference to a particular customer group or commercial proposition, but to allocate UI positions on a fair, reasonable and non-discriminatory basis in accordance with the UI Policy.
- 3.4 The equal weighting approach helps ensure that the proposed order reflects: (a) what viewers say they expect to see; (b) wider objective evidence of UK market usage on TV devices; and (c) actual usage by YouView viewers. Giving determinative or disproportionate weight to current platform usage or customer entitlement could risk entrenching current usage patterns or favouring services that benefit from existing bundle or distribution arrangements. YouView therefore considers that the balanced approach remains appropriate for this 2026 reorder.
- 3.5 YouView also considers that total time spent with each app open is an appropriate measure of platform engagement for the purposes of this review. It provides a usage input that reflects depth of engagement with app-based services, rather than simply the number of app launches or short sessions. YouView recognises that different metrics may produce different results and will keep appropriate usage metrics under review for future ordering exercises.

Relevance of consumer research and market usage data

- 3.6 Respondents questioned whether nationally representative consumer research is sufficiently representative of YouView households and whether the wider UK market usage inputs were based only on YouView viewing behaviour.
- 3.7 The consumer research was intended to capture general consumer expectation in relation to the ordering of TV, film and audio-only streaming services within a TV UI. YouView considers that a nationally representative sample is an appropriate input for that purpose. YouView also included YouView platform usage as a separate input precisely so that the methodology would include a platform-specific check against wider consumer expectation and market usage evidence.

- 3.8 The wider UK market usage input was not intended to be limited to YouView viewing behaviour. It was used to provide an objective cross-market usage input, based on recognised audience measurement sources where available and to reduce the risk that the final order would be based only on stated preference or on the usage patterns of the current YouView base. YouView platform usage was then applied as the YouView-specific usage input.

Transparency and data sharing

- 3.9 Respondents asked for greater transparency regarding the underlying data used in the ranking exercise, including indexed, anonymised or relative usage data and further detail on the data used where directly comparable data was unavailable.
- 3.10 YouView has sought to provide a transparent explanation of the methodology, the ranking inputs and the resulting order. The Consultation Proposal identified the three data sources used, the relative weighting applied, the calculated ranks and the treatment of unavailable data. YouView does not, however, consider it appropriate to publish raw app-specific usage figures, relative differentials or data that would allow commercially sensitive usage information to be inferred. YouView considers that the ranking information provided is sufficient to enable respondents to understand and comment on the methodology and proposed order, while preserving the confidentiality of commercially sensitive usage data.
- 3.11 YouView has also considered the comments regarding viewing of content outside an app environment, including through ingested VOD assets or linear channels. This reorder is concerned with the ordering of apps in the Apps area. The methodology therefore focuses on app-based consumer expectation, wider market usage and YouView platform usage, rather than all viewing of a content provider's programmes across all distribution routes. YouView will consider, as part of future policy development, whether and how wider content consumption evidence should be used in future app or content discovery reviews.

UI Policy review and use of the consumer expectation survey

- 3.12 One respondent stated that YouView should complete a wider review of the UI Policy before proceeding with this reorder. The same respondent also argued that the consumer expectation survey should be disregarded because it is not expressly provided for in the UI Policy.
- 3.13 YouView does not agree that a wider UI Policy review is a precondition to proceeding with this reorder. Paragraph 9.1 of the UI Policy provides for review and reordering of UI positions and requires such review and reordering to be conducted in consultation with content providers. The Policy also provides that YouView will consult on the methodology for placing and ordering Apps. The present Consultation Proposal was therefore the relevant consultation on the proposed Apps methodology and resulting order.
- 3.14 YouView considers that consumer expectation research is consistent with the governing principles in the UI Policy. The Policy provides that UI positions should present content in a way that viewers are likely to expect and which is convenient to them and that prominence may take account of where consumers would expect to see particular services. Consumer expectation research is therefore a relevant and appropriate input, particularly when balanced with wider UK market usage and YouView platform usage evidence.

- 3.15 YouView recognises that the UI Policy may need to evolve to reflect changes in the market, app-based services, audience measurement and the developing RTSS framework. YouView will keep the Policy under review and will consult where necessary and appropriate. That does not prevent YouView from proceeding with the present Apps reorder under the current Policy and the consulted 2026 methodology.

Treatment of new or recently launched apps

- 3.16 Respondents queried the treatment of new or recently launched apps, including Disney+ and HBO Max and suggested that new apps should launch at the end of the order until they have established a period of actual YouView usage.
- 3.17 YouView has considered these points. The first-come-first-served approach applies outside a review and reorder of UI positions. The current exercise is a review and reorder under paragraph 9.1 of the UI Policy and is being conducted using the consulted Apps methodology. In that context, YouView considers it appropriate to include new or imminently launching apps where doing so better reflects viewer expectation and convenience and avoids the final order becoming outdated immediately after implementation.
- 3.18 Where YouView platform usage data was unavailable for an app, YouView did not apply a predictive YouView usage score. Instead, the unavailable input was calculated by averaging the remaining available ranking inputs for that app, as shown in the Consultation Proposal. This treatment was transparent and was applied as a means of dealing with incomplete data.
- 3.19 HBO Max was treated as a recent market entrant in circumstances where YouView considered that historic usage evidence was limited and where recent changes to the relevant app portfolio meant that historic relative usage of Discovery+ and HBO Max may not be the best indicator of future viewer expectation and convenience. That rationale was explained in the Consultation Proposal and reflected in the proposed order. YouView does not consider this treatment to be a general discretion to uplift apps based on anticipated performance.

Public service value and PSB prominence

- 3.20 Respondents raised points concerning public service prominence and the treatment of regional public service apps. One respondent suggested that the methodology should include an explicit public service consideration alongside audience-based measures.
- 3.21 YouView recognises the distinctive role of public service broadcasters. The UI Policy already gives appropriate prominence to the principal on demand services of relevant public service broadcasters, in the regions in which the relevant public service channel is entitled to prominence. This is reflected in the regional variations, including STV Player in STV licensed areas and S4C Clic in Wales on the full Apps page.
- 3.22 For app positions outside the PSB prominence positions, the relevant ISP slot and the specific regional variations, YouView considers that it remains appropriate to apply objective ranking criteria. Introducing an additional public service weighting at this stage would be a material change to the methodology consulted on and could make the methodology less transparent

and more subjective. YouView therefore does not propose to amend the methodology for this reorder.

- 3.23 YouView notes respondents' comments on the developing regulatory framework for connected television and prominence. YouView will take account of applicable statutory and regulatory requirements as they come into force and will consider the extent to which future reviews of the UI Policy or app ordering should address wider public service prominence considerations.

Regional treatment of ITVX

- 3.24 A concern was raised that ITVX appears in position 6 in Scotland, while STV Player is assessed through the scoring methodology outside STV licensed areas. The respondent also stated that ITVX should not be treated as a PSB app in Scotland.
- 3.25 YouView confirms that ITVX is not being treated as the PSB prominence app in STV licensed areas. In Scotland, STV Player replaces ITVX in the relevant regional Channel 3/PSB position. ITVX appears outside that regional PSB prominence position, after the fixed regional positions and the relevant ISP slot.
- 3.26 ITVX's position in Scotland reflects the application of an existing Scotland-specific regional configuration. Under that configuration, where STV Player replaces ITVX in the relevant regional position in STV licensed areas, ITVX appears in the next available position after the fixed regional positions.
- 3.27 YouView considers this approach objectively justifiable. It recognises STV's regional status and ensures that STV Player receives the relevant regional treatment in STV licensed areas, while maintaining a coherent and familiar ordering for viewers in Scotland. YouView does not therefore consider that ITVX should be moved into the scored list for Scotland as part of this reorder.
- 3.28 Outside STV licensed areas, STV Player is not the relevant PSB prominence app and has therefore been positioned through the objective methodology. STV Player's YouView platform usage rank was included and was reflected as one of the three equal inputs. However, the final position is determined by the aggregate of consumer expectation, wider UK market usage and YouView platform usage, rather than YouView platform usage alone.

Treatment of BBC Sounds

- 3.29 One respondent queried the treatment of BBC Sounds, noting that BBC Sounds is an audio-only service and that the UI Policy states that audio-only On Demand Portal Players will be placed at the end of UI positions.
- 3.30 YouView recognises that audio-only apps are not directly comparable with video-on-demand apps for all audience measurement purposes. The Consultation Proposal expressly acknowledged this point and explained that, where audio-only apps are included in the Apps area, YouView considered their placement by reference to consumer expectation, available equivalent audience or usage evidence and YouView platform usage where available.

- 3.31 YouView does not consider that the treatment of BBC Sounds requires amendment to the proposed order. The statement in paragraph 5.19 of the UI Policy relates to audio-only On Demand Portal Players. The current reorder concerns the ordering of apps in the Apps area and applies the methodology for Apps on which YouView has consulted. BBC Sounds was not given an automatic PSB prominence position; it was assessed under the methodology using the best available evidence.

YouTube and qualifying long-form viewing

- 3.32 One respondent repeated concerns raised in 2023 regarding YouTube and the extent to which usage evidence for YouTube reflects qualifying long-form video viewing.
- 3.33 YouView has considered this point. The current reorder concerns the ordering of apps in the Apps area. YouView has used the best available equivalent audience and usage evidence available from recognised sources where directly comparable data was unavailable or incomplete. YouView recognises that YouTube includes a range of content types and that some audience measurement sources do not map precisely onto the terminology used in the UI Policy for On Demand Portal Players. YouView considers that the treatment adopted for this review is appropriate for the Apps area and has been applied as part of the wider balanced methodology.
- 3.34 YouTube supported the viewer-first and data-informed approach adopted by YouView, including the use of independent market usage data and actual YouView platform session data. YouTube also noted that app accessibility across device generations remains important. YouView will continue to consider app availability and device constraints in the ordinary course of platform and partner discussions.

BVOD services and commercial context

- 3.35 One respondent argued that the methodology structurally favours large subscription video-on-demand services and does not adequately reflect the position of smaller free-to-air or BVOD services, including the claimed importance of UI prominence to discoverability and commercial viability.
- 3.36 YouView recognises that different apps operate under different commercial models and that UI position may have different commercial impacts for different content providers. However, the UI Policy requires YouView to allocate UI positions on a fair, reasonable and non-discriminatory basis by reference to viewer expectation and convenience. It would not be appropriate to adjust the baseline app order by reference to a content provider's commercial model, carriage fees, marketing arrangements or the extent to which a provider may benefit commercially from additional prominence.
- 3.37 YouView also does not consider that the Apps area should be segmented into separate SVOD, BVOD, broadcaster or free-to-air groupings for the purposes of this reorder. Introducing service-category grouping at this stage would be a material change to the consulted methodology and could introduce additional subjectivity.

S4C Clic, national discoverability and Wales-specific implementation

- 3.38 One respondent raised concerns that S4C Clic would move to the final position in the national/default app order and that this could reduce discoverability, particularly if the app is no longer visible without a user scrolling horizontally.
- 3.39 YouView has considered this point carefully. The national/default position for S4C Clic reflects the application of the objective methodology to UK-wide consumer expectation, wider market usage and YouView platform usage. S4C Clic's distinctive role in Wales is reflected through the Wales-specific full Apps page order, where S4C Clic is placed ahead of Channel 4.
- 3.40 Whether an app appears immediately visible without additional navigation can depend on device generation, screen size, software version, ISP branding, regional configuration, app availability and other presentation factors. The Consultation Proposal was not a consultation on UI layout or Home Screen design. YouView therefore does not consider that the response justifies changing the national/default Apps order for S4C Clic.
- 3.41 The same respondent welcomed the proposal to retain the Wales-specific ordering on the full Apps page, under which S4C Clic appears ahead of Channel 4, but asked YouView to apply the same ordering on the Home Screen app rail. The Consultation Proposal was limited to the ordering of apps in the Apps area. It did not propose changes to Home Screen configuration, layout or presentation. YouView therefore does not intend to change the Home Screen app rail as part of this reorder.

Additional methodology comments

- 3.42 One respondent did not seek a specific app position change, but raised broader comments on methodology, including the treatment of new entrants, the use of averaged or external data where YouView platform usage is unavailable, the timing and cadence of app reviews, the introduction of discoverability and accessibility considerations, the transparency of underlying research and data and the potential for greater reliance on on-platform YouView usage and linear viewing evidence. YouView has considered these points and notes that they largely overlap with methodology issues addressed in this Response. YouView does not consider that they require amendment to the proposed order, but will take them into account in future policy and methodology reviews.

Future reviews and wider app discoverability

- 3.43 Respondents raised broader points about app discoverability, including the role of recommendations, search, personalised rails, voice interfaces, recency of use and entitlement. YouView agrees that app ordering is only one aspect of app and content discoverability.
- 3.44 This Consultation Response is limited to the 2026 reorder of apps in the Apps area. YouView will keep wider app discoverability under review and will consider whether future reviews should address other user journeys or UI surfaces, taking account of user needs, technical implementation, contractual arrangements and any applicable regulatory requirements.

4. CONCLUSION

- 4.1 Having reviewed and considered the responses received, YouView considers that no amendments are required to the methodology or to the proposed order set out in the Consultation Proposal.
- 4.2 YouView intends to reorder the Apps area in accordance with the Schedule to this Response. It is intended that the reorder will take effect during the week commencing 27th July 2026, following YouView's standard change procedure.
- 4.3 The UI Policy will continue to apply following implementation of the reorder, including in relation to the allocation of UI positions for new apps and any future review and reordering of UI positions.

24th July 2026

SCHEDULE

Final ordering by region

Based on the methodology described in the Consultation Proposal and having considered the responses received, the Apps area shall be reordered as follows. 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.

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	5	5	5
5	ISP Slot	ISP Slot	Channel 4
6	Netflix	ITVX	ISP Slot
7	YouTube	Netflix	Netflix
8	Prime Video	YouTube	YouTube
9	Disney+	Prime Video	Prime Video
10	NOW	Disney+	Disney+
11	Paramount+	NOW	NOW
12	HBO Max	Paramount+	Paramount+
13	Apple TV	HBO Max	HBO Max
14	U (UKTV)	Apple TV	Apple TV
15	Discovery+	U (UKTV)	U (UKTV)
16	BBC Sounds	Discovery+	Discovery+
17	GBN	BBC Sounds	BBC Sounds
18	Watch Free UK	GBN	GBN
19	Great! Player	Watch Free UK	Watch Free UK
20	STV	Great! Player	Great! Player
21	DAZN	DAZN	STV
22	S4C Clic	S4C Clic	DAZN

Device generation availability

- Fourth generation - all apps.
- Third generation - excludes YouTube, Disney+, Paramount+, HBO Max, Discovery+ and Apple TV+.
- Second generation - excludes Netflix, YouTube, Disney+, Paramount+, HBO Max, Discovery+ and Apple TV+.
- First generation - excludes Netflix, YouTube, Prime Video, Disney+, BBC Sounds, Paramount+, HBO Max, Discovery+, Apple TV+ and GBN.

Re-ordered UI

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

