



Designation of Public Service Broadcaster Internet Programme Services

Sky Response to Ofcom Consultation

March 2025

Introduction

Ofcom's consultation sets out the methods that Ofcom is proposing to apply when assessing which internet programme services (IPS) should be designated under the new availability and prominence regime introduced by the Media Act.

Providers of designated IPS ("DIPS") will be required to make their DIPS available to television selection services designated by the Secretary of State ("RTSS"). In turn, RTSS will be required to ensure that DIPS are available, prominent and easily accessible on their RTSS.

Sky operates TSS that could fall in scope of designation by the SoS and therefore become subject to these new requirements.

Sky supports the new prominence and must-offer/carry obligations introduced by the Media Act and broadly agrees with Ofcom's proposed statement of methods for designation of IPS.

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Ofcom's consultation questions

In this section we respond to each of Ofcom's consultation questions in turn.

Question 1: Do you agree with our proposed methods for determining whether the IPS makes or is capable of making a significant contribution to the PSBs' individual public service remit?

Ofcom proposes to take account of each PSB's individual remit when assessing significance and expects that IPS should generally include all of the content that the PSB, in its statement of programme policy (SoPP), has stated is intended to fulfil its individual remit.

Sky agrees with this proposed approach.

Question 2: Question 2: Do you agree with our proposed methods for determining whether public service remit content included in the IPS is readily discoverable and promoted by the service?

Ofcom proposes that high traffic areas of the homepage and other high traffic areas and features of the IPS should predominantly consist of "public service remit content" (PSR content). Ofcom proposes to consider information provided by IPS providers explaining how this will be achieved and how their approach to curation (editorially led and/or algorithmic) will help to promote and ensure the ready discoverability of PSR content. Ofcom proposes that IPS providers must promote and make readily discoverable both news and current affairs and a diverse range of informative, educational and entertaining content in their IPS's high traffic areas.

Sky agrees with this proposed approach.

Question 3: Do you agree with our proposed methods for determining whether it is appropriate to designate an IPS?

Ofcom proposes to consider a PSB's proposals in its SoPP about the contribution the IPS will make to its individual remit, how the IPS will be used to satisfy the needs and interests of as many different audiences as possible and the PSB's approach to performance monitoring.

Sky agrees with this proposed approach.

Question 4: Do you agree with our proposed process for IPS providers to apply for designation of an IPS?

Sky agrees with the application process outlined by Ofcom in its consultation, including the documents and information to be provided by applicants and the process for making applications during 2025 and post 2025.

[X]

Question 5: Do you agree with our proposed methods for revocation of designation of an IPS?

When considering whether the criteria for revoking a designation are met, Ofcom will consider the same matters and evidence that it proposes to consider when assessing whether the designation criteria are met.

Sky agrees with this proposed approach.

Sky

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