

The logo for The Authority for Television On Demand (ATVOD) consists of the letters 'ATVOD' in a bold, white, sans-serif font, centered within a solid black rectangular background.

ATVOD

THE AUTHORITY FOR TELEVISION **ON DEMAND**

Provision of Video on Demand Access Services - 2011 Report -

A report on the level of provision by On Demand Programme Service providers of subtitling, audio description, signing and other services for people with disabilities relating to sight or hearing or both

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Executive Summary

On 18 February 2011, ATVOD published its Access Services Plan (“the Plan”) setting out how it would encourage services providers to make their On Demand Programme Services (“ODPS”) more accessible to people with disabilities affecting their sight or hearing. The Plan included an intention to publish information on current levels of provision of such ‘access services’.

This report details the responses we received to our survey of regulated service providers which closed on 31 July 2011. ATVOD invited all providers of ODPS to indicate the scale of provision of each type of access service, together with any future plans for access service provision.

Responses were received from twelve service providers in relation to fifteen services.

For services provided through a platform (such as a set-top-box) operated by a third party platform operator, the ability to provide access services depends significantly on the extent to which the platform supports access services. Major platform operators were included in the respondents and were asked to complete specific questions about the extent to which the platform supports the provision of access services on VOD services provided by third parties. Responses were received relating to five platforms.

Key Findings

- Four of the services included subtitles in some of the programmes made available. Of those not providing subtitles, seven services expressed an intention to do so in the future.
- Signing was less widely available than subtitling, with no respondents providing signing in their own ODPS as notified to ATVOD. Of those who said they did not provide signed programmes, four services expressed an intention to do so in future.
- Two services detailed use of audio description on some of the programmes available. Of those services which do not currently provide audio description, seven hoped to do so in the future.
- One platform enables all third party ODPS providers to include subtitles in their programmes. Two platforms are able to offer subtitles via the BBC iPlayer application where these are provided by the BBC, and one of these plans by the end of 2011 to be able to relay subtitles provided by any ODPS provider that supplies them with subtitle files to the required specification.
- Three platforms enable third party ODPS providers to provide signing and audio description.
- Another hopes to facilitate the relay of audio described content as soon as is practically possible.

Respondents were asked to identify barriers to providing access services. Key among these were:

- Specific technical barriers such as server storage space and download speed.
- Specific non-technical barriers such as problems with VOD programmes which have been subtitled 'as live' on linear transmission.
- The lack of unified technical standards between content providers and platform operators, including international differences in standards.

Respondents also drew attention to other relevant work carried out in terms of accessibility of services, including the development of user interfaces and customer communication, and ongoing process to evaluate and identify methods of introducing access services to their VOD services.

ATVOD will continue to take the steps outlined in the Plan, including the formulation of potential strategies to encourage take up of access services and the publication of a statement of best practice in relation to access service provision, in order to encourage services providers to make their On Demand Programme Services ("ODPS") more accessible to people with disabilities affecting their sight or hearing .

Introduction

ATVOD is designated by Ofcom as the appropriate regulatory authority for editorial content on video-on-demand ("VOD") services that meet the definition of an on-demand programme service ("ODPS"), as defined in s.368 of the Communications Act 2003 ("the Act"). In performing that role, ATVOD is committed to encouraging service providers to make their services more accessible to people with disabilities affecting their sight or hearing at a key time in the development and use of on-demand services¹. Making services more accessible will normally mean providing programmes with subtitling, audio-description or signing. We refer to such techniques as "access services".

On 18 February 2011, ATVOD published its Access Services Plan ("the Plan") setting out how it would encourage services providers over the short to medium term. The Plan included an intention to:

- A) conduct a survey of all regulated service providers to ascertain the state of provision of access services in on-demand programme services;

¹ Under Paragraph 5(v) and Paragraph 7(xx) of its Designation, ATVOD is required "to encourage Service Providers to ensure that their services are progressively made more accessible to people with disabilities affecting their sight or hearing or both"

- B) make additional enquiries of other relevant stakeholders, including providers of platforms who provide access to ODPS and relevant respondents to Ofcom's VOD consultation such as the RNIB and RNID;
- C) publish updated information on which service providers are providing services which make those services more accessible to people with disabilities affecting their sight or hearing or both and information on such services (based on the preliminary survey and enquiries and other information referred to above).

This report details the responses we received to our survey of regulated service providers, opened in March 2011, which closed on 31 July 2011.

The Questionnaire

The aim of the questionnaire was to provide information on current levels of provision of access services in On Demand Programme Services ("ODPS"), in order to enable stakeholders, including people with relevant disabilities, to identify which specific access services are being offered on which services.

ATVOD invited all providers of ODPS to indicate the scale of provision of each type of access service, together with any future plans for access service provision.

The questionnaire did not constitute a demand for information under section 368O of the Act and participation in the survey was therefore voluntary.

A copy of the questionnaire is provided as Annex 1. A list of service providers invited to complete the questionnaire is provided as Annex 2.

The Responses

Responses were received from twelve service providers, listed below with an indication of the fifteen services to which their responses relate:

British Telecommunications PLC (BT Vision set top box service)

Broadcasting (Gaia) Limited (Amateur Babes/XXX Movies/Hustler TV UK/XXX TV)

Channel 4 (Website service and set top box / games console service) [Please note that the responses for Channel 4 are carried over from a previous survey and therefore reflect an earlier picture of provision as at March 2011]

Channel 5 (website / set top box / internet connected TV service) [Please note that the responses for Channel 5 are carried over from a previous survey and therefore reflect an earlier picture of provision as at March 2011]

The Paramount UK Partnership (Comedy Central online and set top box services)

ITV Consumer (ITV Player)

ITV Studios (ITV Wild online service)

Liverpool FC (online service)

Microsoft Ltd (online service)

MTV (online service)

British Sky Broadcasting Ltd (Sky content on Sky Anytime, Sky Anytime + and Sky Go services)

Virgin Media Ltd (set top box service)

Two of these service providers (Microsoft, Broadcasting Gaia Ltd) did not provide specific details on the access services currently present on their services.

Three of the services (MTV, Comedy Central, Liverpool FC) stated that they do not provide any access services on their ODPS.

Services for people with disabilities relating to hearing

Subtitles

Four of the services included subtitles in some of the programmes made available.

The ITV Player provided 12 hours of subtitling per week (10%). Subtitling was provided for 14 series and some one-offs (10% of programmes). By September 2011 ITV expected to be providing subtitling on around 25% of programme hours shown on ITV Player.

Channel 5 had 131 hours of programming available with subtitles (10%). In the period surveyed 28.5% of programmes (623 programmes) were subtitled. Channel 5 *'intend to increase the percentage of programmes with subtitles over time as we adapt our technical systems. Additionally, we are working with our 3rd party syndication partners to encourage the development of similar services'*.

On Channel 4's website, 55% of the total hours of programming was subtitled (2,397 out of 4350 hours) and 57% of programmes (4117 out of 7268). The figure is higher if only the catch-up content is considered (88% of total hours of programming is subtitled). Channel 4's intention is *"to supply subtitles for 100% of catch-up content carried on the 4oD platforms in line with Channel 4's voluntary TV commitment to subtitling and where there is the technical capability to support them"*. Older archive content does not carry subtitles but over time *"the number of subtitled programmes available in archive will increase as new programmes are added. Channel 4 also intends to identify a selection of archive programmes (most likely based on 4oD viewing figures and editorial selection) with the intention of gradually increasing the availability of subtitles linked to programmes in 4oD's archive library"*.

Sky on Sky Anytime provide subtitles on VOD content if the subtitles are embedded into the content at the time it is included in the Sky Anytime service. This currently amounts to 652 hours per year - 29.7% of hours of programming and 19% of programmes. *"Sky will continue to provide access services in the form of subtitles and audio description on Sky's VOD content through Sky Anytime where it is able to so."*

Of those not providing subtitles, seven services expressed an intention to do so in the future. Subtitles are not currently available on Channel 4's set top box / games console service, however *"Channel 4 is committed to increasing the volume of subtitled programming available on 4oD platforms subject to platform capability."* Likewise, subtitles are not available on Channel 4's website service as available via YouTube, however YouTube has engaged in discussions to support subtitles in the future. BT stated that it *"will provide subtitles and audio descriptions following the launch of the next generation of the BT Vision service in 2012"*. Sky stated that it *"continues to evaluate the range of options and how subtitling can be introduced"* for its content on Sky Anytime+ and Sky Go. ITV Studios commented that as *"a website that is only five months old, in line with ITV policy we are currently investigating how best to provide this service quickly and efficiently across our thousands of archive video clips. We intend to roll out subtitles on all newly created material as soon as is possible."*

As both the provider of a notified ODPS, and a platform operator / content aggregator, Virgin stated that they are currently focussed on facilitating access services made available by the third party providers they partner, and that *"[o]nce this work on our platform is complete we will look to obtain the necessary subtitling files and audio-description soundtracks from the content providers who supply our own notified ODPS"*.

Signing

Signing was less widely available than subtitling, with no respondents providing signing in their own ODPS as notified to ATVOD.

Of those who said they did not provide signed programmes, four services expressed an intention to do so in future. ITV Consumer stated that it hopes to have signing services available on ITV Player from 2012, and ITV Studios said it was working with ITV as a whole to go forward with this as soon as it could. Sky continues to look at how signing could be incorporated into Sky Anytime + at a future date, and plans to gradually introduce programmes with signing on Sky Go.

Services for people with disabilities relating to sight

Audio Description

Two services detailed use of audio description on some of the programmes available.

On Sky Anytime, 14.3% of Sky's programming hours contained audio description in the year to 31 March 2011. A manual analysis of a shorter period suggested that 9% of programmes on the service contain audio description. Sky said that they will continue to provide audio description where they are able to do so, when audio description is embedded into the content at the time it is included in the Sky Anytime service.

In 2010 Channel 4 provided audio description on its website service for Paralympics related programming transmitting on the linear service. *"Channel 4 is committed to doing the same with Paralympics related programming in 2011 and 2012"* with the longer term intention of providing *"a higher volume of audio described programmes across a wider range of programming... all subject to platform capabilities"*.

Of those services which do not currently provide audio description, seven hoped to do so in the future. ITV hopes to have it available on ITV Player from 2012, and ITV Studios again pointed to the fact that its service is a new website, with respect to which it is investigating how best to provide this service. Channel 5 stated that they are *"exploring technical solutions with our suppliers to begin providing Audio Description. Although this is still very unclear, we would like to launch these services within the next 12 months"*. BT stated that it *"will provide subtitles and audio descriptions following the launch of the next generation of the BT Vision service in 2012"*. Sky continues to look at how audio description could be incorporated into Sky Anytime+ at a future date, and plans to gradually introduce programmes with audio description on Sky Go.

As above, Virgin are currently focussed on facilitating access services made available by the third party providers they partner, and once this work is complete *"look to obtain the necessary subtitling files and audio-description soundtracks from the content providers who supply our own notified ODPS"*.

Platform capabilities

For services provided through a platform (such as a set-top-box) operated by a third party platform operator, the ability to provide access services depends significantly on the extent to which the platform supports access services. Respondents included major platform operators who operate their own VOD service and also carry third party VOD services on their platforms. Such respondents were asked to complete specific questions about the extent to which the platform supports the provision of access services on VOD services provided by third parties.

Responses were received in relation to five platforms (Virgin Media, BT Vision, Sky Anytime, Sky Anytime+ and Sky Go).

Both Virgin Media's new TiVo-powered set top box and BT Vision are able to offer subtitles via the BBC iPlayer application where these are provided by the BBC. Virgin is "*currently testing the encoding and transcoding of DVB bitmap subtitles and captions*", and hopes that "*by the end of Q4 2011, we will be able to relay subtitles provided by any ODPS provider that supplies us with subtitle files to our required specification*". Virgin does not currently enable Audio Description but is currently looking to source Audio Description test materials to prove and test functionality in relation to its platform, and hopes to "*facilitate the relay of Audio Described content as soon as is practically possible*".

Sky Anytime enables third party ODPS providers to provide access services in the form of subtitles, signing and audio description. However, it is at the discretion of the third party to provide content with the access services included.

Both Sky Anytime+ and Sky Go enable audio description and signing, but not subtitling. Sky continues to look at how subtitling might be incorporated into these services at a future date.

The platforms that enable access services generally do so by supporting subtitles or audio description that are embedded in the tape provided to the platform for inclusion in the third party VOD service. Users can then elect to watch the programme with subtitles or audio description, or without access services, as appropriate. For example, Virgin anticipate that as with linear broadcast transmissions, on demand customers will be able to turn subtitling and audio description on or off via the EPG 'settings' menu or the dedicated Subtitle key on the new TiVo remote control.

Barriers to provision of access services

Respondents identified the following barriers to providing access services:

- Specific technical barriers

Sky commented that the provision of certain access services would currently be to the detriment of the service in other ways. To add access services to Sky Anytime+ or Sky

Go would require the creation of two versions of the same programme (e.g. one with subtitles and one without), which would take up server storage space and “*result in less variety of content being available*”. In the case of Sky Anytime, given its limited capacity and that “*the number of programmes where signing is available is proportionately low*”, this means that introducing signed content is not intended in the foreseeable future. Another technical barrier in the case of Sky Anytime+ is download speed, where the inclusion of subtitled content “*would result in a substantial increase in the time it takes to download a programme and this would materially reduce the overall quality of the users’ experience*”.

Service providers raised the need to purchase / develop new software in order to provide access services on existing platforms. To introduce subtitles onto Sky Go, Sky would need to “*develop a software framework so that the subtitles sit within the programme and users can change the settings to switch subtitling on or off*”. MTV noted that their current player does not have the functionality to support access services and that the significant investment required to develop or purchase a new player “*is just not justifiable at this stage given the negligible income we derive from online content*”.

- Specific non-technical barriers

Virgin drew attention to timing issues, particularly on ‘catch-up’ VOD services, as many linear television programmes are subtitled close to transmission or ‘as live’: “*Our on demand platform usually requires programme content to be delivered in advance of being made available to customers. As such, it is likely that certain programmes may not be available with subtitles on our platform unless third party ODPS are willing and able to adhere to these timescales*”.

MTV pointed to a specific difficulty with rights to music lyrics, which the record labels believe “*would fall under karaoke rights as opposed to the rights for subtitling on linear channels*” and would be time consuming and prohibitively expensive to negotiate.

In addition to platform capability (see below), Channel 4 detailed additional limitations affecting the supply of subtitles for catch-up programmes: the need to create separate versions for 4oD platforms for compliance, rights or editorial reasons; and the fact that it cannot currently provide subtitles for programmes which have transmitted ‘as live’ on the linear service as the subtitles aren’t then linked to the hard copy of the programmes.

- Roles of content providers and platform operators

Broadcasting (Gaia) Ltd stated that they are not in a position to complete the questionnaire because they are merely suppliers of content and do not operate the VOD service themselves², adding that “*[a]ny technical measures to provide access are entirely within the powers of [the platform operator] and we cannot influence its policy*”. Channel 4 repeated that provision of access services on their set top box / games console service is dependent on platforms’ technical capabilities. On the other hand, platform operators stressed that provision of access services is at the discretion of content providers. Sky

² In accordance with the notification made by Broadcasting (Gaia) Ltd, ATVOD considers them to be the providers of the “Amateur Babes/XXX Movies/Hustler TV UK/XXX TV” service on Virgin Media.

suggested that while they will continue to enable providers to include access services, these will remain at the discretion of the third party, and access services must be embedded into the tape provided to Sky. To date, Sky has not received content with such access services for Sky Anytime+ and has not received content from third parties where signing has been included. Virgin told us that although they do not envisage operational / technical issues with the provision of Audio Described content (provided it is supplied as a 'Broadcaster Mix' on the programme master), *"far less audio-described material is available than is the case with subtitles. To date, we have not yet been offered Audio Description from content providers"*. Liverpool FC suggested that for them it is *"not a viable option to enable third party ODPS providers to provide access services for users with disabilities relating to hearing or sight"*.

In practice, the relative roles of content providers and platform operators rely on having common ground over the encoding of programmes for use on on-demand services (see also 'lack of unified standards' below). Virgin acknowledge that *"content providers that deliver content directly to our platform as pre-encoded assets may need to modify their platforms in order to deliver subtitles to the Virgin Media platform in the required Ofcom specification"*.³

- Lack of unified standards

Virgin point to the need to ensure that all ODPS that can supply subtitled or audio described programmes adhere to the necessary technical specifications. Content from non-UK providers may present problems when considered in relation to technical standards for the UK. Virgin suggests that *"[u]nderstanding these differences will be a key part of our next phase of testing."*

Microsoft emphasised this theme as critical in the development of access services on VOD: *"Microsoft strongly encourages regulators in all countries to adopt a global perspective with respect not only to regulation of on-demand video services in general, but also specifically with respect to accessibility rules and regulation" and "[f]rom our reviews of the approaches being considered in other Member States and in other regions around the world, it would seem that there is a green field in this area and, accordingly, an opportunity to develop a much more harmonised, and preferably global, approach than exists for rules and regulations applicable to broadcast access services"*.

Other responses

Respondents drew attention to other relevant work carried out in terms of accessibility of services.

³ Virgin's guidelines supplied to ODPS are compliant with Ofcom's technical standards for access services on linear television.

Most respondents identified ongoing processes to evaluate and identify methods of introducing access services to their VOD services, eg. Microsoft said that it is “*engaged in an ongoing process to determine how to best facilitate access to Microsoft’s products and services, including its on-demand video services, to meet the needs of persons with disabilities*”. BT pointed to the experience and knowledge of its ‘Inclusion and Accessibility’ team, and its active discussions with organisations who represent people with a variety of impairments, and welcomed contact with such organisations and customer feedback, for example via the BT web link: <http://www.bt.com/includingyou/>.

Others also emphasised the development of their user interfaces and communication, for example “*improvements to the user experience for identifying the availability of programmes with access services e.g. through recognised iconography on the electronic programming guide and search facilities*” (BT). Sky pointed to its existing infrastructure in relation to linear television which includes: a dedicated Accessible Customer Service team; a specially designed ‘easy to use’ remote control; provision of detailed information about its access services at www.sky.com/accessibility; user friendly means of identifying and selecting programmes with access services via the TV Guide (including enabling a ‘beep’ to be heard if audio description present, and a ‘Text to Speech’ product that that vocalises navigation functions for blind and partially sighted customers); and communication of billing and other information via a number of alternative formats including Braille, large print and on audio CDs. Sky also commented that although it does not provide programming with signing via its own service on Sky Anytime, it continues to make “*a contribution to the making of sign presented programmes that are available on the British Sign Language Broadcasting Trust’s BSL Zone on the Community Channel*”.

Next steps

Over the coming months, ATVOD will continue to take the steps outlined in the Plan. In particular, it will:

- Publish a statement on best practice in relation to the subtitling and audio description of programmes on video on demand services on different platforms following the consultation that closed on 12 May 2011
- As necessary, make additional enquiries of other relevant stakeholders, including providers of platforms who provide access to ODPS and relevant respondents to consultations on this issue such as the RNIB and RNID
- Formulate potential strategies to encourage take up of access services. If appropriate, ATVOD will conduct a public consultation on those potential strategies.

Annex 1

Access Services- Public Information Questionnaire

As part of ATVOD's duty to encourage service providers to ensure that their services are made progressively more accessible to people with disabilities relating to their sight or hearing or both, and in accordance with ATVOD's Access Services plan published on 18 February, we are inviting all providers of On Demand Programme Services ("ODPS") to provide details of the current level of provision of such access services on their ODPS.

The information provided will be published on the ATVOD website in order to enable stakeholders, including people with relevant disabilities, to identify which specific access services were being offered on which services, and to indicate in each case the scale of provision of each type of access service.

For the avoidance of doubt, this is not a demand for information under section 368O of the Communications Act 2003, but an invitation to provide information to assist ATVOD in the performance of its duties with regards to Access Services.

If you provide more than one ODPS, please complete a separate questionnaire for each one.

Respondent details

Name of ODPS:

ODPS reference number:

Contact name: [Not for publication]

Contact email: [Not for publication]

Contact phone number: [Not for publication]

Part A

Services for users with disabilities relating to hearing

Q A1. Do you provide access services for users with disabilities relating to hearing on this ODPS?

Q A2. Do these access services take the form of:

Subtitles?

Signing?

Other (please specify)?

- Q A3. What is the total number of hours of programming made available on this ODPS with subtitles?
- Q A4. What is the proportion of total hours of programming made available on this ODPS with subtitles?
- Q A5. What is the total number of programmes made available on this ODPS with subtitles?
- Q A6. What is the proportion of the total number of programmes made available on this ODPS with subtitles?
- Q A7. What are your plans for providing programmes with subtitles in the future (eg date on which you intend to begin provision, or timetable for increasing current scale of provision)?
- Q A8. What is the total number of hours of programming made available on this ODPS with signing?
- Q A9. What is the proportion of total hours of programming made available on this ODPS with signing?
- Q A10. What is the total number of programmes made available on this ODPS with signing?
- Q A11. What is the proportion of the total number of programmes made available on this ODPS with signing?
- Q A12. What are your plans for providing programmes with signing in the future (eg date on which you intend to begin provision, or timetable for increasing current scale of provision)?

Part B

Services for users with disabilities relating to sight

- Q B1. Do you provide access services for users with disabilities relating to sight on this ODPS?

Q B2. Do these access services take the form of:

Audio description?

Other (please specify)?

Q B3. What is the total number of hours of programming made available on this ODPS with audio description?

Q B4. What is the proportion of total hours of programming made available on this ODPS with audio description?

Q B5. What is the number of programmes made available on this ODPS with audio description?

Q B6. What is the proportion of the total number of programmes made available with audio description?

Q B7. What are your plans for providing programmes with audio description in the future (eg date on which you intend to begin provision, or timetable for increasing current scale of provision)?

Part C

Platforms providing access to third party ODPS

This section should only be completed if you operate a platform which provides access to one or more ODPS provided by a third party.

Although such platforms do not fall under ATVOD's regulatory remit, their role in enabling access services on ODPS is of great importance and we therefore invite responses to the following questions:

Q C1. Does the platform you operate currently enable third party ODPS providers to provide access services for users with disabilities relating to hearing?

Q C2. Do the access services for users with disabilities relating to hearing supported by your platform take the form of:

Subtitles?

Signing?

Other (please specify)?

Q C3. What are your plans for enabling third party ODPS providers to provide access services for users with disabilities relating to hearing in future (eg date on which you intend to begin enabling provision, or timetable for improving the current capability)?

Q C4. Does the platform you operate currently enable third party ODPS providers to provide access services for users with disabilities relating to sight?

Q C5. Do the access services for users with disabilities relating to sight supported by your platform take the form of:

Audio description?

Other (please specify)?

Q C6. What are your plans for enabling third party ODPS providers to provide access services for users with disabilities relating to sight in future (eg date on which you intend to begin enabling provision, or timetable for improving the current capability)?

Q C7 If you currently enable, or have plans to enable access services in relation to the ODPS available on your platform, please give a brief description of the technical means by which these services are or will be enabled.

NB. By returning this form you accept that ATVOD may publish on its website the information provided.

Please return completed questionnaire by soft copy to: contact@atvod.co.uk

or by hard copy to

Public Information Questionnaire (Access Services), ATVOD, Thames Court, 1Victoria Street, Windsor, SL4 1YB

Closing date for responses: 31 July 2011

Thank you for responding to this questionnaire. The information you have provided will assist us performing our duty to encourage service providers to ensure that their services are made progressively more accessible to people with disabilities relating to their sight or hearing or both.

Annex 2

List of providers asked to respond

The Access Services Public Information Questionnaire was sent to the following providers. Please note that not all of them remain providers of an ODPS at the date of publication of this report.

ABS-CBN Europe Ltd	Nickelodeon UK Ltd
The Active Channel	Northern Visions
AETN UK	On Demand Group
The All England Lawn Tennis and Croquet Club	The Paramount UK Partnership
Volkswagen Group UK Ltd (Audi UK)	Paul Raymond Media Ltd
Babelgum	Playboy TV UK / Benelux Ltd
BiBC Ltd	Poker Channel Europe
Blinkbox Entertainment Ltd	Premier TV
British Sky Broadcasting Ltd	S4C
British Telecommunications PLC	Saffron Digital Ltd (for T-Mobile)
Canis Media (for Ocean Finance & Mortgages Ltd)	SBS Broadcasting Networks Ltd
Channel 4 Television Corporation & 4Ventures Ltd	SeeSaw IPTV Ltd
Channel 5 Broadcasting Ltd	Sony Entertainment Television
Chellozone	Strictly Broadband
Chelsea TV Online	STV Central Ltd
Classical TV Ltd	Teachers TV
CNBC	Telegraph Media Group Ltd
Community Channel	Top Up TV Europe Ltd
Discovery Communications Europe Ltd	Turner Broadcasting UK Ltd
The Walt Disney Company Ltd	Universal Pictures Subscription Television Ltd
Elite TV Online	UTV Television
ESPN	Viasat Broadcasting UK Ltd
Everton FC	Virgin Media Ltd
FilmFlex Movies Ltd	Vodafone Ltd
Filmon.com	Warner Bros International Branded Services
Fox International Channels UK Ltd	Warner Bros International Television Distribution
Horse and Country TV	Zype TV Ltd (for Honda TV)
IP Vision (UK) Ltd	
ITV Consumer / ITV Studios Ltd	
Itzon TV	
Joybear Pictures	
Leeds Trinity University College	
Liverpool FC and Athletic Grounds Ltd	
Lovefilm UK Ltd	
Media Squad Ltd	
Mercury Media International Ltd	
Microsoft Ltd	
MTV Networks Europe	
Music Choice Ltd	