

Dame Caroline Dinenage MP

Culture, Media and Sport Select Committee

House of Commons

London SW1A 0AA

05 March 2026

By email

Dear Dame Caroline,

Media Act implementation update

I am writing to provide the Committee with an update on our implementation of the Media Act, as we have now achieved significant milestones in our work programme. This letter sets out the work we have completed since I last wrote to you in July, as well as our timeline for concluding the implementation of the rest of the Act.

Updating existing regimes

As we move through implementation, updating existing regimes has been a key priority to ensure they not only remain effective, but also complement the new measures introduced by the Media Act. Last week, we published our [final statement](#) on **local news and information requirements for commercial radio stations**. This means that the substantial body of work required to update existing regulatory regimes is mostly complete.

Since we last wrote to you, we have issued **updated licences to the commercial Public Service Broadcasters (PSBs)**. These new licences – which came into force on 1 January this year – reflect the updated rules around PSBs' quotas and commissioning practices. This means that PSBs can now meet their quotas through their on-demand offering as well as linear channels.

Last November, we [introduced new guidelines](#) for **Channel 4's production activities**, and in January this year we [published our statement](#) to modernise the **Listed Events** regime for coverage of major sporting events.

We will now begin the process of issuing updated radio licences to reflect the new **local news and information conditions on commercial radio**. These will ensure that commercial radio stations regularly broadcast local news throughout each day, and that this news includes stories gathered by journalists in the local area.

PSB prominence on connected TVs

Turning to the new regimes introduced by the Media Act, changes to prominence are crucial to securing the future sustainability of PSBs. In December, we published our [final recommendations to the Secretary of State](#) on the 15 connected TV platforms which we think should be required to **provide prominence to PSBs on their platforms**. We are working with DCMS as they prepare a Statutory Instrument to formally designate platforms in the coming months.

Last month, we published [our draft Code of Practice and Guidance](#) for the new prominence regime. The Code of Practice sets out what actions we recommend connected TV platform providers take to give PSBs and their public service content an ‘appropriate degree of prominence’, including that the PSB players should be immediately visible on app menus. It also recommends proposed steps to secure appropriate prominence across the other main routes audiences use to access content on a connected TV interface. Finally, the Code sets out new proposals on the actions connected TV platform providers should take to incorporate accessibility features for disabled people.

The Guidance is intended to help providers of connected TV platforms and PSBs understand how they can agree commercial terms in line with their new duties. It sets out Ofcom’s expectation that there should be no payments required in relation to contractual terms that are reasonably necessary to ensure that the PSB player is made available and prominent on the platform. We think this approach is clear and proportionate and does not interfere with commercial negotiations over additional terms.

We believe our proposals strike the right balance between securing beneficial outcomes for audiences, while remaining flexible to adapt as technology and viewing habits evolve. When I gave evidence to the Committee last year, I said that we aimed to complete our work on the prominence regime before the summer recess. While this remains our aim, we will need to carefully consider the responses and weight of evidence we receive from industry when the consultation closes later this month.

Video-on-Demand (VoD) standards & accessibility

The Media Act also introduces stronger Audience Protection Measures (APMs) and new accessibility requirements for VoD services, bringing them more in line with the standards that apply to linear TV.

In November, we published our [first report](#) on the **APMs used by Video-on-Demand (VoD) services**, as required by the Act. We found that, while different services are taking a wide range of approaches, most are using APMs that we consider broadly adequate to protect audiences from harm. Alongside our report, we published independent research setting out audience views of the APMs they encounter on on-demand services.

We are also developing new **Standards and Accessibility Codes for VoD services** to reflect the broader application of content standards and accessibility requirements introduced by the Act. We have been working with DCMS as they have prepared to designate Tier 1 services through secondary legislation. Now that they have made an announcement on designation, we are finalising our draft Codes for consultation. We expect to finalise our Codes by the end of the year.

Availability of UK radio services on voice assistants

For radio too, listening habits are shifting as audiences move from analogue to voice assistants. The new regime introduced by the Act ensures that UK radio stations remain free, accessible and easy to find on the platforms audiences now use most.

In October, we consulted on [draft recommendations](#) to the Secretary of State about which **voice assistant platforms should be in scope of the new regime**. We will be issuing the final report in March. Following this, we will consult on a new draft Code of Practice which will set out what actions we recommend the designated platforms take to meet their duties under the Act to secure the availability of broadcast radio streams. During my appearance last year, I told the Committee that we intended to complete this work by the summer, but this timeline has shifted while we have focused our resource on the connected TV prominence regime. As with the VoD codes, we expect that our policy work here will now be complete by the end of the year.

I hope this letter is helpful to the Committee – we would be happy to discuss any of these of the areas outlined above if that would be helpful. All publications can be found on the [Media Act implementation](#) section of our website, along with a full update of our progress.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Melanie Dawes', written in a cursive style.

DAME MELANIE DAWES