STATUTORY INSTRUMENTS

2026 No. 531

BROADCASTING

ELECTRONIC COMMUNICATIONS

The Television Selection Services (Designation) Regulations 2026

Made - - - -	*15th May 2026*
Laid before Parliament	*19th May 2026*
Coming into force - -	*1st July 2026*

The Secretary of State makes these Regulations in exercise of the powers conferred by sections 362AF(1)(a) and 402(3) of the Communications Act 2003(**a**).

In accordance with section 362AF(2) of that Act, the Secretary of State considers that the television selection services(**b**) designated by these Regulations are used by a significant number of members of the public in the United Kingdom.

In accordance with section 362AF(4) of that Act, the Secretary of State has received a report from OFCOM under section 362AG of that Act(**c**) relating to the television selection services designated by these Regulations.

Citation, commencement and extent

1.—(1) These Regulations may be cited as the Television Selection Services (Designation) Regulations 2026.

(2) These Regulations come into force on 1st July 2026.

(3) These Regulations extend to England and Wales, Scotland and Northern Ireland.

Interpretation

2.—(1) In these Regulations, a reference to a body corporate includes any body corporate which is a member of the same group of companies as that body corporate.

(2) For the purposes of paragraph (1), two bodies corporate are members of the same group of companies if, and only if—

(**a**) 2003 c. 21. Section 362AF was inserted by section 28(1) of the Media Act 2024 (c. 15).
(**b**) See section 362AE(1) of the Communications Act 2003 for the definition of "television selection service". Section 362AE was inserted by section 28(1) of the Media Act 2024.
(**c**) Section 362AG was inserted by section 28(1) of the Media Act 2024. The report is published on www.ofcom.org.uk or can be obtained from the Content Policy Team, OFCOM, Riverside House, 2A Southwark Bridge Road, London SE1 9HA.

(a) one of them is controlled by the other, or

(b) both of them are controlled by the same person.

(3) In paragraph (2), "controlled" has the same meaning as in Part 1 of Schedule 2 to the Broadcasting Act 1990(**a**).

Designated television selection services

3.—(1) The television selection services known by the name in the first column of the table in the Schedule provided by the person in the second column of that table are regulated television selection services but only so far as the service is provided in connection with internet television equipment(**b**) first made available to members of the public in the United Kingdom on or after the date in the third column of that table.

(2) A designation of a television selection service as a regulated television selection service under paragraph (2) is not affected by a change to the name by which the service is known.

Ian Murray
Minister of State
15th May 2026 Department for Culture, Media and Sport

(**a**) 1990 c. 42. The definition of "control" in paragraph 1(1) of Schedule 2 was amended by paragraph 1(2)(c) of Part 1 of Schedule 2 to the Broadcasting Act 1996 (c. 55). Paragraph 1(3) and (3A) of Part 1 of Schedule 2 to the Broadcasting Act 1990 were substituted for paragraph 1(3) by paragraph 1(4) of Part 1 of Schedule 2 to the Broadcasting Act 1996, and paragraph 1(3)(b) was amended by section 357(1) of the Communications Act 2003.

(**b**) See section 362AE(2) of the Communications Act 2003 for the definition of "internet television equipment". See also S.I. 2024/1056 made under that section.

SCHEDULE

Regulation 3

Regulated television selection services

Table

Regulated television selection services

Name of the service	Provider of the service	Internet television equipment first made available
Amazon Fire TV OS	Amazon EU S.à r.l., a company incorporated in Luxembourg (company number B101818) and Amazon Media EU S.à r.l., a company incorporated in Luxembourg (company number B112767)	1st January 2017
Android TV	Google LLC, a company incorporated in the State of Delaware, United States of America (file number 3582691)	1st January 2019
Freely	Everyone TV Platforms Limited, a company incorporated in England and Wales (company number 09880917)	30th April 2024
Google TV	Google LLC, a company incorporated in the State of Delaware, United States of America (file number 3582691)	1st January 2020
Roku streaming platform	Roku, Inc., a company incorporated in the State of Delaware, United States of America (file number 3582593)	1st January 2015
Samsung Smart Hub (Tizen)	Samsung Electronics Co. Limited, a company incorporated in the Republic of Korea (registration number 130111-0006246)	1st January 2023
Sky OS	Sky UK Limited, a company incorporated in England and Wales (company number 02906991)	1st January 2021
Sky Q	Sky UK Limited, a company incorporated in England and Wales (company number 02906991)	1st January 2016
Smart Media Product Software (webOS)	LG Electronics Inc., a company incorporated in the Republic of	1st January 2022

Name of the service	Provider of the service	Internet television equipment first made available
	Korea (registration number 110111-2487050)	
tvOS	Apple Distribution International Limited, a company incorporated in the Republic of Ireland (registration number 470672)	1st January 2015
VIDAA Smart TV OS	V America Operations Inc., a company incorporated in the State of Georgia, United States of America (control number 19072156)(**a**)	1st January 2021
Virgin Media Horizon	Virgin Media Limited, a company incorporated in England and Wales (company number 02591237)	1st January 2020
Virgin Media TiVo	Virgin Media Limited, a company incorporated in England and Wales (company number 02591237)	1st January 2016
YouView Service on EE TV	YouView TV Ltd, a company incorporated in England and Wales (company number 07308805)	1st January 2021
YouView Service on Sony TV	YouView TV Ltd, a company incorporated in England and Wales (company number 07308805)	1st January 2020

EXPLANATORY NOTE

(This note is not part of the Regulations)

These Regulations designate a number of television selection services as regulated television selection services for the purposes of Part 3A of the Communications Act 2023 (c. 21) (prominence on television selection services).

A full impact assessment has not been produced for this instrument as no, or no significant, impact on the private, voluntary sector or community bodies is foreseen. Instead a de minimis assessment has been prepared as this instrument is likely to entail some costs for businesses, but the net impact is estimated to be below £10 million per year. An Explanatory Memorandum is available alongside the instrument on the UK legislation website, www.legislation.gov.uk.

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(**a**) The name of this corporation was changed from VIDAA USA, Inc. on 17th February 2026 as part of the rebranding of "VIDAA" as "V".

ISBN 978-0-34-828334-1

£6.40

http://www.legislation.gov.uk/id/uksi/2026/531