

ACTO

local public service television directory

REVIEW & RESPONSE 2

... on Ofcom's Local TV

Report *DIGITAL LOCAL:*

Section 4: Delivering

local services in a

digital environment

UK LOCAL TV FORUM

March 22nd-book today!

ACTO is an advisory committee of local television organisations working alongside the Institute of Local Television. **ACTO**'s initial objective is to share information supporting the introduction of local digital terrestrial television as an independent form of local public service broadcasting.

ACTO was established in 2003 by local television members of the Community Media Association to focus on the introduction of local digital terrestrial television services - or 'local DTT'.

Through the Institute of Local Television **ACTO** is represented on **Open Channels for Europe!** the organisation representing European local and open channels in exchanging information on European practice and in negotiation with the European parliament on small-scale TV provision.

Personal and institutional affiliation to **ACTO** is by a small annual subscription (see page 17) entitling subscribers to copies of Institute of Local Television research and reports as well as to **ACTO** directories. Subscribers also receive early announcement of local TV conferences, forums, workshops and are offered networking and support with submissions to regulators and government as well as encouragement with local-tv related activities.

ACTO - local public service television directory - encourages local lines of research and documentation and promotes publications which support a wide public engagement with small-scale local TV.

This is the twelfth edition of the **ACTO - local public service television directory**.

ACTO back issues can be downloaded from www.maccess.org.uk/members/ilt.html

WEBSITES

For information:

on local and community TV in Europe: www.obs.int/db/persky/eu.html

on community TV channels worldwide: www.openchannel.se/

UK's Community Media Association: www.commedia.org.uk/

UK examples of local and community TV programmes:

www.showcase.commedia.org.uk/

website of NvTv Belfast's Local TV Channel: www.nvtv.co.uk

Public Voice is the leading voluntary sector coalition campaigning for citizens' interests in communications policy and regulation:

[www.politics.co.uk/campaignsite/public-voice-\\$3436683.htm](http://www.politics.co.uk/campaignsite/public-voice-$3436683.htm)

Ofcom - the UK's independent regulator and competition authority - site includes sections on codes, guidelines and consultations: www.ofcom.org.uk/

..... provides an extensive catalogue of consultations and reports - for background to local TV look out the public service broadcasting consultations Phase 1-3 and you can join the Ofcom email list for updates on future consultations and publications

inter-ACT!#5 media activism in South Korea. You can subscribe to this regular

English language newsletter at <http://lists.riseup.net/www/info/inter-act>

Institute of Local Television www.localtvonline.com/ shared with The Broadcasting Trust, website lists publications, provides background papers, illustrates local TV DVDs, 2.4 Ghz TV studies

Ofcom's new spectrum dividend review consultation

http://www.ofcom.org.uk/media/news/2005/11/nr_20051117

RESPONSE & REVIEW

In **ACTO 11** we said we'd devote two issues to Ofcom's **Digital Local**. This second look focuses on **Section 4: Delivering local services in a digital environment** with some further responses sent to Ofcom by **ACTO** subscribers. We'll look at **Section 5: The economics of digital local content** should the Department for Culture, Media and Sport publish their views on this jointly funded section of **Digital Local**. However, your comments on Section 5 are welcome in anticipation!

Responding to Ofcom's *Digital Local*

Cameron Robson, MediaBase

The Ofcom report includes a welcome recognition regarding the need to support local content services and original programming at the local level. This would fit the Borders situation which has a strong local identity and culture but is situated in a large rural area with poor public transport links. Furthermore, there is a view in the Scottish Borders that the area is marginalised by Scottish BBC and Border TV coverage already. Local service content provision would rectify this.

The suggestions for funding provision which include Central Funding, Community Media Funding, Local Funding, RDAs or a Scottish National Development body are also welcome. This area of funding would encourage local service provision.

On the other hand suggestions involving the BBC's involvement are inimicable to Scottish Borders local content provision. A major outside agency such as the BBC would inevitably suppress local culture, expression of identity and originality in service provision. Also the BBC would commandeer the local public service market and almost inevitably marginalise any other local content provider in the area.

The Scottish Borders requires local service provision which reflects the area's strong culture and identity but which is funded from a less centralised body than the BBC to ensure this happens.

Chris Booth, Southwark TV

I wish I could be as sanguine as the last ACTO having read the Ofcom report *Digital Local*. I agree that they do acknowledge the benefits of public service local television and do say that add/drop is the most consistent and convenient solution, but then they go on to worry about the cost. Since they are so concerned about 'hidden subsidies', how will we persuade them that the cost needs to be borne by some corporation other than local TV providers, or are the local TV providers going to bear the cost somehow?

On the subject of spectrum allocation and no hidden subsidies, do you happen to you how much the BBC and other broadcasters pay currently for their digital spectrum allocation?

On page 69, they say that one option is to sit back and let the market develop in the next few years. I know they then sense some of the dangers of that approach, but one also feels that that is what they would like to do. I don't like the interest they have in consolidation of media ownership (page 65 *). And the quote on page 67:

We suggest that the next few years should be a period of experimentation and innovation, characterised by a proliferation of different services using different business models and different distribution platforms. We want, and expect, to

see a variety of different providers trialling a range of different approaches using a mix of commercial and public funding, and for other providers to be able to learn from their experiences.

is fine, but only commercial producers will have the money to trial programming because the rest of us have no funding.

I don't want to be too negative, because - as I think we will all agree - there are good things in the report, but I thought it was interesting that on page 31, in talking about the range of local television in the US, they left out local access television completely and focused solely on commercial local television, going on to draw the moral that "the overwhelming majority of local TV services have developed under a free commercial market." But local access, which in fact provides the majority of local television in the US, only came about through federal intervention. Cable companies were forced to provide public access by law as a trade off for using the public infrastructure to make money. It seems to me that unless Ofcom commits to a similar sort of government intervention here - that would bring about something like the German or Dutch model of local TV development - we will continue to flounder and not be on a level playing field to have access to the airwaves through digital spectrum.

* *Where I use page numbers to refer to the Ofcom document, they are from Adobe pdf version not the page numbers at the bottom of each page.)*

Brendan Murphy MBE, Broadcasting Trust

Responding to the Ofcom Report published on 19 January, this is to express a deep anxiety - which is shared by numerous others - regarding the emphasis placed in this Report upon the potential for local TV delivery to rural areas via broadband.

The following observations are based upon the case pertaining in Highland Perthshire, but I would suggest that, in many respects, they are not atypical of very many other sections of Scotland classified as 'rural' – some 90%+ of the whole nation.

This area in question occupies 1,000 square miles, has a population of approx 12,500 and includes four main population centres/phone exchanges – Aberfeldy, Dunkeld, Killin and Pitlochry. Together those centres contain less than *half* that population. That number of 12,500 local residents increases seasonally *more than sixfold* between April and October.

Over the past dozen years, due to

- the scale of second home ownership,
- the burgeoning supply of self-catering accommodation, and
- the size, number and success of timeshare resort developments,

the November/March period also features a substantial growth in that 'shadow' population.

Customarily these 'fractional ownership' developments are situated outwith the main population centres where the roll-out of broadband and the lack of robustness of connection speeds makes the delivery of technical quality television by this means completely unrealistic. There is no evidence that any telcos are now, nor are likely to be, motivated to enfranchise these localities. Nor are they demonstrating any interest in offering services competitive to BT.

From the converted Angus transmitter, this Highland Perthshire area – along with sub-

“The Government are committed to supporting local television and we very much hope to see an expansion of services in the future. We envisage that local television will play a valuable role in keeping communities informed and in particular, help keep in touch those most socially isolated members of the community who may not have access, or are uneasy about using new technology. Local television will also bring economic benefits to areas in terms of employment and training....” Lord Mcintosh, Minister for the Media and Heritage at DCMS, addressing Scottish Local TV Forum in March 2005.

The ‘add/drop solution’ for terrestrial digital Local TV “offers the most consistent and convenient solution, and potentially offers the widest reach for Local TV of all the terrestrial options”. Ofcom, Digital Local, January 2006.

stantial swathes of lowland Perth & Kinross – would be able to receive a stable, local DTT service enabled through the add/drop system.

In a recent straw poll survey conducted by email starburst among 253 subscribers to a community website, 35 respondents expressed enthusiasm for a free-to-air local TV service, on a local authority scale of footprint, that should be locally run

- by commercial operators, or
- by the community, or
- with local council support, or
- through a combination of these three.

These respondents, incidentally, included two retired BBC television producers and a former head of BBC TV news, along with a very senior BT management executive.

REVIEW: Evaluating Alternative Delivery Platforms for Local TV

See also ‘Section 4: Delivering local services in a digital environment’, Ofcom’s *Digital Local: Options for the future of local video content and interactive services*

Cable - As a crude national statistic cable is available to roughly half the population. But in many cities cable stopped building short of serving their ‘local universe’. Most of the country - in fact many distinctive local areas of the UK - do not have cable or only have a small cabled area. Now that ntl and Telewest have combined they may push for more cable TV customers but startling growth is curtailed by the poor build. As cable companies merged the engineering to offer Local TV in many areas was withdrawn so unless new competitive or regulatory pressures reverse the cable philosophy of the last decade and a half Local TV won’t reach a majority of households on cable - not in each area and in many parts of the country reach no households at all.

Broadband - It may be believed that broadband is rolling out to universal levels (see Ofcom clarification of Figure 4.5 on pg 13) but when the rural switches are upgraded to digital they are often more than 2km from the households they serve (also see Brendan Murphy’s contribution pg 4). Unless signal compression improves, and opti-

cal fibre is installed to link new switches located closer to homes in rural areas broadband will not deliver the 2mb+ bandwidth required to provide an acceptable TV service. For high definition television (HDTV) perhaps 4-6mb of bandwidth will be necessary. HDTV is fast becoming an important factor as retailers concentrate on selling plasma and other flat screen TVs in an 'HDTV-ready' status.

However, where cable and high bandwidth broadband do provide a near to universal in a compact local area - within part of a city - they could provide a useful additional or even main platform for delivering Local TV. This would be because DTT signals serving metropolitan areas distribute terrestrial television across many local authority areas and fail to differentiate local areas as well as Local TV services require.

Broadband on TV (IPTV) - BT's broadband on TV service is forecast to start this summer (2006) and is likely to be the quickest to spread across the UK. But it will be rolled out to compliment the delivery of DTT - requiring subscribers to take an enhanced Freeview box to receive the broadcast channels with for the BT add-on subscriber services via a broadband connection. BT are planning to include video on demand, community of interest channels and possibly local TV services including local sport and news - but considering this later.

Homechoice is an alternative supplier not allied to Freeview reception but is currently only available in London and Stevenage (although there is a similar Kingston-upon-Hull service). Though expansion is planned Homechoice currently reaches 0.02% of the population.

BT's approach will not extend Local TV coverage to homes not able to receive or not choosing to receive their TV on DTT. BT could offer a highly localised service on demand to subscribers from as close as the nearest BT switch, a service currently offered by Homechoice.

So, while theoretical possibilities are there neither cable or broadband (currently and for the foreseeable future) are obliged let alone able to become vehicles for delivering a universal public service Local TV. But in parts of the country where cable and broadband infrastructures are strong - and perhaps given a regulatory incentive - these platforms could offer an equal if not better alternative platform than some of the DTT options to ensure reaching a majority in the city local authority areas.

But at a 'smaller than local authority scale' a Local TV service ambition might not include access to the majority of homes in their area. On the neighbourhood scale Local TV to-date contributes a valuable often positively-discriminating service rather than satisfying the service needs of all in with the agenda of a general public service broadcaster.

Neighbourhood scales of Local TV encourage and support media literacy, social, health and community education and often address in a closely tailored way local priorities for social and cultural inclusion. These services seem naturally to complement and extend rather than to compete with a local authority scale of Local TV.

Conclusion: Neither cable or broadband on TV (IPTV) are obliged to carry local TV and cable and BT are not seeing Local TV as a USP. Only Homechoice has offered this option to date and argued a strong community case.

II

As switchover gathers pace many households will subscribe to digital satellite, Freesat or cable instead of DTT. We need only explore satellite briefly as an option for delivering Local TV.

Satellite - Satellite options already include a 'free' Sky package which may be followed by a BBC Freesat service. Both require a set-top box and a dish; the Sky version costing each household a one-off £150.

A large number of potential DTT viewers able to eventually receive this service will instead opt earlier on to choose to take their digital television from satellite and cable. Although the public service DTTs will achieve 98.5% coverage and the commercial DTTs close to 75% coverage not all of these homes will take DTT on their main sets.

Currently almost a third of UK households take Sky (8m households) and the satellite broadcaster expects to increase this figure to 10m by 2010. So by the time switchover is complete perhaps only 50-55% of households across the country will be taking TV on their main sets from DTT. (In South Wales the higher than average take up of Sky is partly attributed to viewers wanting the English language Channel 4 service which is not available on terrestrial analogue TV.)

The Sky platform offers carriage which extends beyond the UK to include northern Europe. So regardless of whether a Local TV channel on Sky chooses to restrict access to local viewers by postcode and activate only households in their area or to offer Local TV as a 'national/European channel' it is the full capacity and reach which is still being used and therefore paid for at around £0.5m per year rental with carriage to the up-link.

The transmission cost for a network of 243 Local TV channels on satellite would be close to £122m per annum. So far we have been unable to find out from Ofcom why they believe the satellite option is less expensive than DTT

III

DTT (digital terrestrial television) - Of the available digital delivery platforms, it is DTT that offers the best solution for delivering Local TV at a local authority scale, for most viewers and in most areas. In particular DTT addresses equality of access though in some forms may provide a service on too big a scale for some city and metropolitan areas. This suggests a mix of solutions may evolve.

IV

There are two distinctive forms of DTT (digital terrestrial television) - the Public Service Broadcasting DTT multiplexes (or muxes) and commercial DTT muxes.

The roll-out of the PSB muxes is being driven by government and Ofcom with the current PSB broadcasters to ensure the PSB channels reach 98.5% of UK homes: the current reach of analogue terrestrial TV. The PSB channels are those which the Licence Fee entitles viewers to receive - although the licence fee is only allocated to the BBC at present there are regulatory mechanisms and tax incentives in place which support PSB programming from Channel 4, ITV and Five.

Separate from the main PSB channels the so-called 'commercial DTT muxes' deliver the balance of digital channels. After switchover the commercial muxes will use up to 212 transmitters to reach 70-75% of UK households. The transmission company ngwireless advise this number of transmitters has been fixed as the upper limit by

Ofcom. 80 transmitters are currently in use by the commercial muxes and the location of the balance from the potential 212 have not been selected.

But it is more than likely that given the choice the additional sites will be those closest to the larger rather than smaller population centres. The channels on these commercial muxes may each a large audience of 75% of homes, which excludes these muxes from offering localised services to distinctive communities. The location of the additional commercial mux transmitter sites is likely to further consolidate communities who can choose additional DTT channels from those that can't, adding DTT to their broadband and cable access - with remoter households having Sky satellite for additional channels where access is close to universal.

Further digital muxes - either for PSB or commercial use - may be available following a European agreement on spectrum and digital switchover from the Regional Radio Conference in May 2006. Recent Ofcom suggestions are that these muxes could reach perhaps 65% of UK households but there is a possibility these muxes may not provide coverage in the East and South East of England depending on spectrum agreements with France, Belgium and the rest of northern Europe.

Use of this 'new' spectrum in the way Ofcom describes will therefore not assist delivery of Local TV.

Conclusion: A new approach to spectrum is necessary so some of the new digital spectrum is configured to achieve 98.5% coverage, assigned for delivery within a PSB mux from all transmitter sites.

This is an argument the national PSB broadcasters are also making - for without further spectrum there is no elbow room to offer High Definition Television versions of the PSB channels on a UK wide scale.

COMPARING THE MUXES

Advantages for Local TV of carriage on a commercial DTT mux:-

- signal reach from a small minority to a majority of homes in each local area
- no subscription necessary
- where signal is available, access to second TV sets in cable & satellite homes
- HDTV Local TV possible - future-proof option not yet available for broadband

Disadvantages for Local TV of carriage on a commercial DTT mux:-

- uneven reach - 75% maximum but very unevenly spread across UK
- competition for national spectrum could require Local TV to work together to secure a channel on a commercial mux - without plan of signal reach
- unstable cost of commercial mux while roll-out timetable brings on Local TV region by region throughout switchover
- subject to risk by auction
 - resulting in hit or miss area by area for Local TV
 - competitive disadvantage of Local TV seeking local universes against single operator with guaranteed high % reach from UK universe

Advantages for Local TV of carriage on PSB DTT mux:-

- near universal reach at 98.5% across UK (same as analogue TV)
- no subscription necessary
- dominant form of TV reception - in largest minority if not majority of homes throughout each Local TV area
- 98% access to second sets in all homes including cable & satellite homes
- HDTV Local TV possible - future-proof option not yet available for broadband
- government 'committed to expansion of Local DTT' reconciled with Ofcom's 'support for Local TV's PSB status'

Disadvantages for Local TV of carriage on PSB DTT mux:-

- poor distinction between potential Local TV areas because large signal close to regional scale
- Ofcom says 'could be costly' - but ACTO asks, compared with what?
- Ofcom says DTT lacks interactive or enhanced services - ACTO says, viewers referred onto internet which in turn will be integrated into TV - interactivity is not the special project of Local TV
- government yet to confirm in legislation its support for Local TV PSB status and honour Local TV commitments

Taking *Digital Local* as guide, we can further identify the best DTT options for Local TV:

1 The first (Ofcom) option is for Local TV multiplexes not to be co-located with national transmitters.

Good points

- None

Bad Points

- Potential coverage 35-60% of the population, but depends on household being in line of site with aerial direction - and other important factors relative to transmitter site and prevailing power and frequencies used

Conclusion:

- ***Very poor option - avoid at all costs - commercial suicide beckons. Cannot achieve PSB criteria - reaching neither any local universe or across the UK as a whole.***

2 Local multiplex co-sited (co-located) with national transmitter sites - interleaved solution

Good points

- Signal in same band as national channels - good for reception
- Reception at or near 65% of the UK
- Potential for sharing broadcasting antenna
- No resolution of Service Information insertion issues

Bad points

- Large coverage in theory - but pulling back to reduced power means signal won't reach those areas further away from transmitter site
- Where not sharing transmitters - involves large cap ex /leasing cost and doubt about securing good location on mast
- Adding more muxes to a main transmitter site will not help those areas on the edge of existing transmission range - if they have reduced power. For example, on reduced power from Winter Hill - Blackpool, Preston and Merseyside would still not receive a Local TV channel from Winter Hill.
- Some impact on reach of national channels
- No resolution of Service Information insertion issues
- Targeted beams option suggests separate antenna and transmitters - cost, siting on mast and also frequency reuse issues.
- Targeted beams of multiplexes would transmit 6-8 channels to each Local TV area - a 'nothing' or 'too much and wasteful' option

Conclusion:

- ***A multiplex carries upwards of 6-8 channels***
 - ***Good - several channels across one area***
 - ***Bad - redundancy of many channels in areas where only one/a few necessary for Local TV***

3a Local TV in existing multiplexes (add/drop solution) - firstly, add/drop on the commercial DTT muxes

Good points

- No additional antenna or transmitter requirements
- SI resolved (we think)
- Reaches all homes receiving commercial mux in area from main transmitter as well as all relays being used (212)
- Inexpensive add/drop technology

Bad points

- Potential that 'local network channels' might not be replaced by add/drop in some areas if Local TV not taken up
- Allowance on national mux has to be made for 'local network channel' capacity
- An opportunity cost to mux operator - or commercial rate charged
- Possible auction issues - unknown local universes versus known national percentage
- Requires three 'local network channels' to provide sufficient variety of Local TV channels in each area from their main transmitter site
- At larger sites - eg. Croydon, Winter Hill, Emley Moor and Black Hill - local mux required to provide finer granularity for close-by compact local authority area scale

- Coverage >75% of population - but unevenly spread from only 212 sites
- Rural and small-city or town areas likely to have less/no relay coverage - only main transmitter
- Beyond 81 main transmitter sites the location of additional sites not known - subject to market decision - hard to coordinate Local TV in ignorance of this
- Inequality of service commitment for rural and urban communities undermines PSB investment (PSP, licence fee or other public subvention)

Conclusion:

- ***Each Local TV channel would reach all viewers receiving the commercial mux from the main transmitter and in some areas from some additional relays. This would enable time shifting and programme sharing as well as access to programmes from neighbouring areas. This was found to be wanted in Ofcom studies by those living in rural areas. But some redundancy of coverage - but would redundancy be greater than having unused channels on local muxes - apparent with either interleaved or dedicated local muxes? And also ... the inequality of services between rural and urban make this more divisive rather than a genuine public service.***

3b Local TV in existing multiplexes (add/drop solution) - secondly, - add/drop in PSB muxes

Good points

- Universal service - 98.5% coverage
- Critical mass of viewers achieved in most/every local area - largest minority or majority - increasing potential for viable services in smaller or less populated local areas
- No additional antenna or transmitter requirements
- SI resolved (we think)
- Reaches all homes receiving PSB mux from main transmitter as well as all relays being used (from all 1152 sites) - from one add/drop at main site
- Spectrum from 'local network channel' could come from compression gains
- As a PSB service any payment for spectrum will be assessed at same rate as other PSB channels, after switchover complete and all local services on-air
- No new spectrum required - or part of PSB spectrum if enlarged for HDTV
- No spectrum auction or trading difficulties to interrupt a national local plan forming - allowing Local TV areas to consider channel by anticipating good predictable high level of reach when switchover arrives - enhancing investment incentive
- Inexpensive add/drop technology - the same technical 'kit' solution everywhere
- Equality of service guarantee, delivery and benefit to rural, remote and urban or compact communities - helps address digital divide with new

equality of service opportunity regardless of location

Bad points

- Potential for 'local network channels' not to be replaced by add/drop in some areas
- Requires three 'local network channels' to provide variety of Local TV channels necessary from each main transmitter site
- At larger sites - eg. Croydon, Winter Hill, Emley Moor and Black Hill - local mux /cable regulation will be required to provide finer granularity for single local authority area Local TV services

Conclusion:

- ***All Local TV channels will reach all viewers in the transmission area. But, this does enable time shifted re-transmission and programme sharing for dispersed communities of interest. And 'access to neighbouring services' was wanted by viewers in Ofcom's MORI study, particularly access to nearby urban 'what's on/reviews' by those living in more rural areas.***
- ***The best - and the only option to deliver genuine PSB Local TV.***
- ***Would achieve Citizen Television!***

NEWS & UPDATE

UK LOCAL TV FORUM

This year's **Local TV Forum** (see page 14) offers a major opportunity for all potential stakeholders to evaluate the cost and scale of local digital terrestrial television and to develop partnerships.

Following Ofcom's **Digital Local** report important decisions on Local TV will take place this year based on the government commitment to ensure spectrum is available for Local TV channels in each area of the UK.

The add/drop solution - introduced at last year's **Local TV Forum** - has been confirmed as the best option for terrestrial reception by Ofcom. A panel of speakers will evaluate add/drop and other DTT and broadband options on the basis providing a clear pathway to all homes for the delivery of Local TV rolling out from the start of digital switchover.

If the planning for Local TV not in place by the end of 2006/early 2007 the objective to secure Local TV with switchover will probably be lost: losing the engineering opportunity switchover offers to ensure Local TV becomes available for rural as well as urban communities across the UK.

Speaker profile In the coming editions of **ACTO** we'll introduce this year's speakers. To kick off:-

Serge Francois will present the add/drop solution for Local TV. Based in Belgium, Serge is a Senior Engineer at **Terayon** the leading communications company building add/drop technology. Serge is currently working on add/drop solutions across Europe with projects in northern Europe well advanced

Eva Dekanovska, MD of **City TV Foundation**, Kosice, Slovakia. Following a Local TV trial in Kosice Eva co-founded **Music Box** to provide a pan-Slovakian satellite music based channel to support terrestrial Local TV initiatives across the country. Eva also coordinates the annual **Festival of Local TV Broadcasters** which brings together examples of local TV productions from across Europe - some of which will be screened.

CAMPAIGN FOR LOCAL TV

In the coming weeks and months the **Campaign for Local TV** (see page 15) will step up as both **Paper Petitions** and the e-petition which are both gathering signatures. **Paper Petitions**

have been distributed to: **Southwark, Merthyr Tydfil, Aberdeen, Highland Perthshire, Inverness, Hawick, Runcorn, London x 5, Edinburgh, Barnsley, Witney, Newry, Faversham, Stretford, Grimsby, Sheffield, Nottingham x 2, Leeds, Oldham and Hull.** If you would like **Paper Petitions**, copies of the **Local TV Parlour Game** and **Local TV Badges** contact **local.tv@virgin.net**

COMMUNITY RADIO CAMPAIGN FOR LOCAL TV

This campaign has had a slow start - with **Sunny Govan Radio** and **Station House** in Aberdeen taking the **Institute of Local Television's** one and a half hours of 10-12 minute interviews with authors at the **Edinburgh International Book Festival** in exchange for playing out the **Campaign for Local TV** message if you're interested, get in touch with the Project Director - **broadcasting.trust@virgin.net**

PARLIAMENTARY & MINISTERIAL MEETINGS

Meetings in the coming weeks have been organised with four **All Parliamentary Media Groups** and - at the invitation of the **Department for Culture, Media and Sport** - **ACTO** has renewed its long-standing proposal to meet with the Minister to discuss the delayed **Draft Order of Licence for Local TV** and Local PSB commitments. **ACTO** hopes to be invited to meet shortly with the **Parliamentary Committee on Culture, Media and Sport** which is opening discussion on New Digital Media.

Platform (evaluated as at digital switchover)		Consumer requirements					
		Ease of use	Access to service info	Reception	Cost	Relevance	Distinctiveness
Digital terrestrial	Co-sited mux		*				
	Separate service		*				
	Capacity on PSB mux		*				
Digital satellite							
Digital cable							
Broadband	Internet						
	TV via set-top box						

= very poor; = excellent
 * If SI cross-carriage issues can be resolved.

In ACTO 11 we queried Ofcom's reference in Figure 4.5 (above) of *Digital Local* to the seeming expectation at switchover of 'excellent reception' for Local TV via cable, internet and broadband on TV (with our version highlighted above). Ofcom has provided the following clarification - suggesting the elements we thought were confusing refer to the quality of reception in those households where signal is available.

"Our assessment of the reception capabilities of cable, broadband (internet) and broadband TV is not an error. Para 4.2 of the report clarifies that the 'reception' criterion refers to quality of broadcast reception - the need for broadcast services not to alienate viewers through intermittent or poor quality signals. Both cable and broadband platforms (at the higher speeds that are already widely available, and are likely to become universally available over the next few years) deliver high quality and reliable pictures that do not suffer from interference in the way that terrestrial broadcast signals can.

Your question may refer to the coverage of cable and broadband platforms, which in our analysis is captured under the 'ease of use' criterion - obviously, if a platform is not available in a particular area, its 'ease of use' for viewers in that area is zero. We have assumed that there is no further build-out of the cable network before switchover, hence cable's 'half' rating for ease of use. However broadband is likely to be near-universally available at speeds of 2 mbps or more - BT has already indicated that its IPTV product will be available nationwide. Whether consumers choose to take up broadband or not is of course up to them and we have not tried to suggest that there will be 100% penetration of broadband by the time of switchover."

UK Local TV Forum

"The Government are committed to supporting local television and we very much hope to see an expansion of services in the future. We envisage that local television will play a valuable role in keeping communities informed and in particular, help keep in touch those most socially isolated members of the community who may not have access, or are uneasy about using new technology. Local television will also bring economic benefits to areas in terms of employment and training...." LORD McINTOSH, Minister for the Media and Heritage at DCMS, addressing Scottish Local TV Forum 2005.

The 'add/drop solution' was initially proposed at the Scottish Local TV Forum. It "offers the most consistent and convenient solution, and potentially offers the widest reach for Local TV of all the terrestrial options." OFCOM, Digital Local, January 2006

digital local television

22nd March 2006

10.00-5.00pm

CoSLA

Rosebery House
Haymarket Terrace
Edinburgh
EH12 5XZ

to register, email names of delegates and organisation to

tana@talktalk.net

before Friday 17th February

£75.00 (concessions available)

UK Local TV Forum

Registration and Exhibition

10.00

10.30

Local Freeview & Broadband on TV

Add/Drop & Engineering Local Digital Terrestrial

Serge Francois, Terayon, Belgium

Andy Woodcock, ngwireless TBC

Frank Brown, arqiva TBC

Prospects for Broadband on TV

TBC Homechoice,

Question & Answer

11.45

12.00

COFFEE

Council Channels & Economic Development

County TV

Peter Williams, PWTv

South Lanarkshire TV

Drew King, South Lanarkshire Council

Question & Answer

1.00

2.00

LUNCH

A sense of proportion?

City TV Kosice - city & satellite

Eva Dekanovska, City TV Kosice

Community Production opportunities with BBC Local

Nic Millington, Rural Media Company

Question & Answer

3.45

4.00

TEA

Investment Enterprise and Partnership

Venture Capital

TBC

Regional Enterprise

TBC

Regional Newspapers & Local News

Ian Davies, Archant


Question & Answer

5.00

FINISH

SCHOOL
PRESS

triangulum
consulting

Local 

Campaign for Local TV

ACTO



The Broadcasting Trust

MAPS
media access projects scotland

Institute of Local Television

Local e • PETITION

AT DIGITAL SWITCHOVER, we call upon the UK government to make provision for a Local TV channel in ALL LOCAL AUTHORITY AREAS to ensure a majority of households are able to receive a Local TV channel alongside the other public service channels.

Vote **LOCAL TV** Today

<http://www.commentonline.co.uk/survey/>

to assist local TV organisation in your area and across the UK email local.tv@virgin.net for copies of the paper version of the **CAMPAIGN for LOCAL TV PETITION**, some **LOCAL ✓ BADGES** and copies of the **LOCAL TV PARLOUR GAME**.

Otherwise, do you really want more Quiz, Shopping Channels and Lifestyle channels *instead* of Local TV?

CAMPAIGN for LOCAL TV

Local TV and digital switchover provide a major opportunity to redistribute the social and economic benefits of broadcasting across the UK in creating upwards of 240 local scale TV channels. These will provide employment closer to the centres of media and journalism training, local news where it is relevant and local programmes that address community needs and aspirations. Dave Rushton, Director, Institute of Local Television, at Television from the Nations and Regions: The Promised Land, the future of television outside London, January 2006.

LOCAL TELEVISION PUBLICATIONS from the Institute of Local Television

The Pocket LOCAL CHANNEL ATLAS (Scotland) ISBN: 1 899405 05 4. The 'add/drop solution' explained. The terrestrial Local TV option proposed by ACTO and described in Ofcom's Digital Local as "the most consistent and convenient solution and potentially offers the widest reach for Local TV of all the terrestrial options." Add/drop explained and applied to delivering Local TV throughout Scotland (2005), £9.00 inc p&p 40pgs.

ACTO - local public service television directories. Is the pdf directory circulated as an information resource and discussion forum on Local TV. FOC and distributed by email to over 800 readers. To 'subscribe' forward you email address. Papers from the first ten editions of ACTO have been compiled into LOCAL television REPORT.

LOCAL television REPORT - ACTO local public service television papers, ISBN: 1 899405 04 6, published by School Press/ACTO/Institute of Local Television, (December 2005), £13.50 inc p&p 144 pgs. Softback. CONTENTS I Preamble. ii Introduction. ONE Questions & Answers: Natalie White's: Questions on the Future of Local Television; Ofcom's: Assessing the Future of Local Television and Interactive Services: A Survey for Stakeholders. TWO European Background: Assessing Opportunities for Local TV Across Europe; THREE Case Histories: Triangle TV Auckland; Open Channels Germany; Open Channel Berlin; Teveline: Reality Show vs Real People; Channel Six Dundee plus Audience Research; 'e-tv' in Aberfeldy. FOUR Local Spectrum & Costs: The Add/drop Solution and Local Network Channel; How Big or Small is Local TV?; A Stab at Local TV Costs. FIVE Shifting Policies: Media Literacy, Local Licences and Local Government; God's Own Spectrum: Local TV and the Public Good; Regional Variations in Production Spend; Bigger Picture on the Smaller Screen; Valuing Local Public Service Television. SIX Nutshell: ACTO Checklist to Ofcom, April 2005.

LOCAL TELEVISION RENEWED: essays on local television 1994-2005 published by School Press for the Institute of Local Television, (August 2005). £13.50 inc p&p 112 pgs, Softback LOCAL TELEVISION RENEWED provides a vigorous critique of the political impact of public service broadcasting since 1990 and argues for two hundred plus independent local, community and municipal television channels in line with developments underway across Europe. LOCAL TELEVISION RENEWED outlines how these proposals for local TV channels can be introduced as part of digital switchover from 2008 and expanded via broadband.

LOCAL TELEVISION RENEWED is the fifth volume on local television to be published by the Institute of Local Television - published either with John Libbey, the Community Radio Association (CRA, now the Community Media Association) or on the ILT imprint: School Press.

LOCAL TELEVISION RENEWED: essays on local television 1994-2005, ISBN:1 899405 03 8, Dave Rushton, published by School Press (2005) £13.50 inc p&p 112 pgs Softback CONTENTS Preamble; Introduction; Technical Background; Virtual Reality; Vicarious and Experiential TV News; A General Theory of Spectrum; Defining the Social Geography of Local News Identity; Assessing opportunities for local digital TV across Europe; Add/Drop and the Local Network Channel. APPENDICES: A Local Television Reader; Scottish Local TV Forum Report; Some pointers for filming local TV news and short documentaries

CITIZEN TELEVISION: a local dimension to Public Service Broadcasting, ISBN: 0 86196 433 0 edited by Dave Rushton, published by John Libbey & Institute of Local Television (1993) £19.50 inc p&p 232 pgs Hardback CONTENTS PART ONE - Research & Analysis: Citizens and the Local Choice. Edinburgh Television Study, Peter Kitchenman; Cable Company Franchise Commitments, Adrian Friedli; Highways Authority Experience of UK Cable Build, Inken Schindler; Local Authority Cable Briefing, Lyndsey Bowditch; Reading the ITC's Mapping Regional Views, Dave Rushton; Survey of Local Channels on UK Cable, 1992, Julie White; A Local Future on Cable?, Dave Rushton PART TWO - Commentary & Critique, Local Public Service Television. Making Local Work, Dave Rushton; Amendments to the ITC's Draft Invitation to Apply for Channel 5, Amanda Gibbs & Dave Rushton; Channel 5 and Local Television, Dave Rushton; 'Star Rating'

Channel 5 Transmitters, Dave Rushton; The European Meeting of Local Television, Dave Rushton. APPENDICES, Section 7 Cable and Broadcasting Act, 1984; Local Channel Survey, 1989, Peter Kitchenman; Tables 9-14, 16, 19 & 21, Peter Kitchenman; Cable Growth, 1983-1992; Pilot Local C5 Survey Edinburgh, 1990, Lyndsey Bowditch; C3 Regional Populations and C5 Transmitter Populations

LOCAL TELEVISION REVIEWED: essays on local television 1982-1993, ISBN: 1 899405 003 Dave Rushton, published by John Libbey & Institute of Local Television (1994) £9.50 inc p&p 48 pgs Softback CONTENTS Introduction; Cable, Cable TV and Video; Work! Work!!; Cultural, Racial, Economic, Political, Social & Class Bias (etc) ... on TV; Swindon Viewpoint, Aberdeen Cable, Cable Authority and the Grapevine Channel; Origins of UK Cable; Cable, Channel 4 and Tape Distribution.

CREATING LOCAL TELEVISION: local and community television under the Restricted Services Licence, 1 899405 01 1 Dave Rushton, published by John Libbey, Institute of Local Television & CMA (1997) £10.50 inc p&p 78 pgs Softback CONTENTS PART ONE - Policy and Intervention. Policy and intervention; PART TWO - Preparing a TV RSL; Locating frequency channels for TV RSLs; Blueprint for a TV RSL; Organising a TV RSL; APPENDICES.

DON QUIXOTE'S ART & TELEVISION: seeing things in art and television, ISBN: 1 899405 02 X Dave Rushton with an introduction by Terry Atkinson, published by School Press (1998) £8.50 inc p&p 48 pgs Softback. CONTENTS Introduction, Terry Atkinson; Noisy Channel; Art & Artifice: or designs on the past; Open Channels and Media Literacy.

Orders or further enquiries can be addressed to **Institute of Local Television 13 Bellevue Place Edinburgh EH7 4BS** or by email to local.tv@virgin.net.



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