

ACTO7

local public service television directory

SCOTLAND'S PUBLIC SERVICE SPECTRUM Two papers from the Forum held at the Scottish Parliament on 14th February

- 1 LOCAL AUTHORITIES and SPECTRUM USE** Susan Neal, Communications Officer, Dumfries and Galloway Council
- 2 THE DIGITAL DIVIDEND: WHAT ARE THE ISSUES FOR CONSUMERS IN SCOTLAND?** Trisha McAuley, Scottish Consumer Council

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 10) 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 twenty seventh 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.nvttv.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 spectrum dividend review consultation

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

Local Authorities and Spectrum Use

Susan Neal, Communications Officer Dumfries and Galloway Council

Why do local authorities need spectrum?

- **To provide and modernise services**
- **Social inclusion – improved access to information, advice and services**
- **Economic regeneration**
- **Financial efficiency**
- **Public safety eg police, fire**

Local Authorities (LA) are not interested in spectrum itself and may not even be purchasers of spectrum themselves, but will certainly be purchasing services from commercial providers who will need access to spectrum.

The Broadband example of purchasing services – connecting public buildings, in schools and more

Key issue is that this cannot be any old spectrum – needs to be spectrum which is used already and for which equipment is on the market, whether here or in other countries. Having to commission a service needing bespoke equipment would be prohibitively expensive.

For true social inclusion then, services provided by an LA need to be accessible by the majority of residents and be easy to access or obtain.

For economic regeneration, spectrum needs to be accessible by SME in a local area in order to set up local services. If services provided by a national company, the economic gains may leave the region.

Local authority services using spectrum

- **Teleworking, mobile or home working**
 - **Networking organisations eg Council, NHS, GPs**
 - **Care services, eg smart houses, care call, prescription ordering**
 - **Internet, telephony etc**
 - **Smart communities**
 - **Local news and information, local TV**
 - **Lifelong learning**
- **Amongst other things – cannot predict all**

Teleworking/mobile working – the important thing for many council officers is not necessarily to have a desk in a council office, but to be in touch.

Teleworking needs good connectivity to someone's home and in a rural area the only means with sensible broadband capacity may be by wireless.

For mobile working wireless is essential – may involve extending Council 'hotspots' to allow access. Hotspots – access for local kids to get at learning info from GLOW?

Networking communities – essential at a time when joint working is on the increase.

Care services – smart houses already exist using analogue technology, but with wireless increasing could use digital and increase the facilities,

Internet and telephony – cost savings of IP phones – Broadband roll out in DG an example

Smart Communities – could link communities up with wireless. Not all would want the fancy stuff or want to pay for it. Every one could be different. Some will be 'educated communities' and will be willing and able to pay – local research necessary to find out where these would be? Should local authorities facilitate this or would it be commercial?

The very communities we want to reach would not be willing or able to afford to pay.

Local news, information and TV - this is an inclusion and democratic engagement issue – danger of reduction of PSB requirement for ITV. Options:

Broadband/PC – limited access in Dumfries & Galloway (DG), low PC ownership

Satellite – certain % but not universal

IPTV – over wireless broadband, limited trial – which communities would pay and would it be commercial. But DG does not have the cable option as used by Kirkcaldy and other councils. Training element involved for non-PC users.

Static TV screens in public places used by others, but limited footfall in rural areas and not interactive

Broadcast TV over DTTV – current plans for interleaved spectrum don't look likely to be useful here.

Only PC and IPTV allow interactivity and only broadcast channels have universal coverage via the box in the living room

Lifelong learning – access to broadband important for many current courses. How to enable as many school children/learners as possible to have access to the net? Hotspots? Free in libraries via Council network so why not free via hotspots? VIA TV?

Amongst other things – cannot predict what other services modern technology will facilitate, including public safety uses, so innovation reserve suggested by OFCOM is a good idea

The Cost of Spectrum

- **A hidden cost in purchase of services**
- **An additional cost in some areas, eg leisure centres with use of radio mikes (if counted as professional use)**
- **Will SMEs providing services to local authorities lose out in spectrum auctions? Will they be able to afford spectrum?**
- **Will grants to LA's reflect this extra burden?**

Government cannot expect to charge for spectrum and for it not to affect local authorities. There will be a cost.

Public purposes for spectrum are not always immediately obvious because LAs often buy services from commercial providers, but will these public purposes lose out to big business?

Geographical concerns

- **UK wide auctions, but local transmission and use**
- **LAs like DGC might be able to use spectrum wasted by the purchaser (ie bought for London and not used in DG)**
- **Some geographical auctions for interleaved spectrum are suggested. Why not do more geographical allocations?**

- **Should LA's benefit from revenues from spectrum sold for use in their area?**

Receiving revenue from spectrum sales in their area would help local authorities offset the cost of buying services from the private sector. LAs could form alliances with neighbouring authorities to purchase services and/or facilitate private sector to provide services.

Regulatory issues

- **Conflicts in use of light licensed spectrum**
- **Does every user register?**
- **Whose rights come first?**
- **How will it be policed by OFCOM?**

LAs are increasingly relying on wireless to deliver services in rural areas – sometimes that spectrum is in the lightly regulated bands. What if a local amateur gets in first and the spectrum is needed for public purposes? Interference issues, as the airwaves become more crowded, will increase.

Note the 'Negroponte switch' where Mr Negroponte in 1995 said that everything coming over the airwaves would come over wires and vice versa.

The Digital Dividend What are the Issues for Consumers in Scotland?

Trisha McAuley
Scottish Consumer Council



We are here today to discuss Ofcom's consultation on the future use of the spectrum. But Ofcom is an economic regulator. Its role is not to drive or deliver on social policy. The Treasury has already decided on this and so the parameters of this important social policy issue for Scotland's consumers have already been set within an economic context. And it clearly demonstrates the tensions between Ofcom's role as an economic regulator and its key remit to further the interests of consumers and citizens.

Concerns

That the focus on a market-driven approach, based on economic muscle, will consolidate the position of those with more buying power, prevent the development of a true level-playing field, and as a consequence stifle innovation.

That the competition theory that is being applied is based on empowering consumers to choose between traders. But this is a market where the end user i.e. the viewer, has no influence over who provides the service into their homes.

That we will see a repeat of the situation we had in Scotland with broadband a few years ago where traders cherry-picked the profitable areas and consumers in rural Scotland were left at the mercy of complex market forces and a reluctance of the industry to invest.

That the social value attributed to the spectrum by the consumers who took part in Ofcom's own research has not been reflected in its analysis.

Questions

While maintaining economic competition among specific traders, why can Ofcom not ring-fence more parts of the spectrum for specific purposes? This would create a series of smaller trading environments, each with its own level playing field. And why could these trading environments not reflect the social values that consumers have expressed while still operating in a competitive, albeit protected market environment? I would argue that these markets might do more to promote innovation than ones dominated by a few commercial giants.

What is the potential for the spectrum to be used, in conjunction with new technologies, to ensure 100% reach to our remote and rural areas and ensuring true universal access to the economic and social lifeline that is the communications market in Scotland?

And why can't some of the digital dividend be used to ensure 100% TV coverage after analogue switch-off – instead of 98.5% - an overall UK target that may be weighted against Scotland in the light of our topography?

Will there be any licence conditions to ensure adequate levels of broadcasting in the nations?

Will the market always be defined as a UK one and therefore fail to take account of market consolidation and dominance within the specific Scottish broadcasting and cultural environment?

And could some of the dividend not be used to explore ways of using new technology to enhance accessibility to the market for disabled people?

And will Ofcom commit now to regularly reviewing the use of the spectrum from the perspective of consumers, including those who are denied access to the market? And publishing transparent feedback on how the market is working? In the absence of true competition at the level of viewing and listening, reputation will be a key incentive for business to behave.

LOCAL TELEVISION PUBLICATIONS and DVDs **from the Institute of Local Television**

Volumes of Community TV 'key texts' - short films on DVD bound with a written introduction and related papers outlining the development of Community Television from the 1970s to the present day.

VOLUME ONE (44 pgs) with DVD looks at European traditions that influenced the development of labour movement filmmaking, later community cinema and community cable TV in Europe and the UK

COMMUNITY TELEVISION 'KEY TEXTS' VOLUME ONE Introduction, SECTION ONE: Origins of UK Cable, Cable Channel 4 and the Independent Sector SECTION TWO: Open Channels for Germany and bound with the following short films on DVD - DEADMEN ECHO (1982) Montage from the (mostly silent) workers' films of the 1930s incorporating clips from various archives with a spoken analysis. EUROPEAN MEETING OF LOCAL TELEVISIONS (1991) Council of Europe meeting on local and community TV. Community TV examples from Germany, UK and The Netherlands with a valuable analysis of community television by Professor Nick Jankowski. OPEN CHANNELS FOR EUROPE (1999) A compilation of short Hi-8 videos on some of the different approaches to community and access TV to be found in Germany, Sweden and Israel - £25.00 inc p&p

VOLUME TWO (51 pgs) with DVD explores recent local terrestrial TV examples and the emergence of a consensus towards local public service television ambitions following the introduction of the UK's restricted services local TV licences in 1997

COMMUNITY TELEVISION 'KEY TEXTS' VOLUME TWO Introduction, SECTION ONE: Finding purpose in a new Broadcasting Bill (1995) SECTION TWO: Local television as local communication space, SECTION THREE: e-tv - TV using 2.4GHz microwave, and bound with the following short films on DVD - CAPITAL NEWS (1995) Supported by The Scotsman newspaper, Capital News was a broadcasting project involving students from local universities and colleges in setting up and running a local TV news studio. Held to coincide with the Edinburgh International Television Festival in 1995, the Government's Department of National Heritage stopped the broadcast just moments before it was due on air. The project continued - 'broadcasting to tape' - providing evidence to help convince regulators that local television offered a real alternative to regional television news. TOUBIE JACK'S CHANNEL SIX SHOWREEL (2001-2002) On small budgets the local TV services, Edinburgh Television and Channel Six Dundee differentiated themselves very clearly in their short-form programming, commercials, TV graphics and logos. Toubie Jack's showreel demonstrates that high production values can be achieved from basic desktop computers and software. e-tv ABERFELDY (2002-3) A field trial of a low-cost licence-exempt neighbourhood TV technology which ran from September 2002-October 2003. Here, King Alfreds College filmed interviews and presentations from the Community TV Forum held in Aberfeldy in September 2002 - £25.00 inc p&p

LOCAL TV ENGINEERING FOR NON-ENGINEERS

Inserting Local TV channels into the digital terrestrial network has been made possible through the introduction of a technique called 'add/drop'. Each LOCAL CHANNEL ATLAS outlines the scope for local TV channels in different parts of the UK.

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.

The **2nd Pocket LOCAL CHANNEL ATLAS (Scottish Borders, Cumbria, Kent, Northern Ireland, North West)** ISBN: 1 899405 06 2. As above with introduction to add/drop but showing coverage plans for parts of England. £8.00 inc p&p 32pgs.

ACTO - local public service television directories

ACTO is a directory circulated fortnightly 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 to local.tv@virgin.net.

Papers from the first ten editions of ACTO have been compiled into the LOCAL television REPORT VOLUME ONE.

LOCAL television REPORT - ACTO local public service television papers, VOLUME ONE

ISBN: 1 899405 04 6, published by School Press/ACTO/Institute of Local Television, (December 2005). 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. £13.50 inc p&p 144 pgs.

Papers from editions 11-20 of ACTO have been compiled into LOCAL television REPORT - VOLUME TWO - including an interview on DVD conducted by Marsha Ramroop of BBC Local TV West Midlands with Dave Rushton, Director Institute of Local Television, on Why independent Local TV?

LOCAL television REPORT - ACTO local public service television papers, VOLUME TWO

ISBN: 1 899405 08 9, published by School Press/ACTO/Institute of Local Television, (September 2006). Softback. CONTENTS Introduction, ONE Review & Analysis: Ofcom's Digital Local: Options for the future of local video content and interactive services, Ofcom's Digital Local: Response and Further Review. TWO Local Public Service Television Broadcasting: What is not clear about Public Service?, European Local Public Service Television, Delivering Ofcom's Digital Local with Public Purpose. THREE European Background: Assessing Opportunities for Local TV Across Europe, John Glover, Ofcom. FOUR: MORI's Local TV Study for Ofcom, Speed Reading MORI's 'Programmes in the Nations'. FIVE: Local TV: Who's interested? Scottish Local TV Forum Peter Williams, Kent; Eva Dekanovska, Slovakia; Nic Millington, Herefordshire; Brendan Murphy, Perthshire. Borders Local TV Briefing Scottish Borders Council, John Askew; Fife, MiMAC, Fife, Graeme Campbell; Belfast NvTv, Northern Visions. SIX Digital Frontline:

Technical Overview, Programming Introduction, Grant & Production Funded Local TV. SEVEN Switchover and the Consumer: Trisha McAuley, Scottish Consumer Council. SEVEN Local DTT Engineering: Achilles' Heel or Fall Guy?, Add/Drop, Serge Francois, Terayon. £28.50 inc p&p 200pgs with DVD.

INSTITUTE OF LOCAL TELEVISION SERIES

LOCAL TELEVISION RENEWED: essays on local television 1994-2005, ISBN:1 899405 03 8, Dave Rushton, published by School Press (2005) 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. £13.50 inc p&p 112 pgs

BACK CATALOGUE

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) Softback. CONTENTS Introduction, Terry Atkinson; Noisy Channel; Art & Artifice: or designs on the past; Open Channels and Media Literacy. £8.50 inc p&p 48 pgs

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) 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. £10.50 inc p&p 78 pgs

LOCAL CHANNELS UNDER LOCAL CONTROL: a debate on broadcasting policy for Scotland and the English Regions, ISBN: 1 899405 07 0, edited by Anna Malina. published by Institute of Local Television (1995) Introduction: Local Control – a social debate, Anna Malina; Channel 5 under Local Control, Dave Rushton; Broadcasting for Scotland, Nigel R Smith; Policy in the Use of Broadcasting Frequency, David Toman; Message from Robin Corbett Independent Production and Channel, Philip Reeve, Planning Channel 5 Programming, Andrew Sharps; Scottish Association of Smallscale Broadcasters, John Gray; Development of Local TV Policy in the Netherlands, Nick Jankowski; European Broadcasting Priorities, Henry McGubbin MEP, Concluding Proposal, Dave Rushton £10.50 inc p&p 75pgs

LOCAL TELEVISION REVIEWED: essays on local television 1982-1993, ISBN: 1 899405 003 Dave Rushton, published by John Libbey & Institute of Local Television (1994) 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. £9.50 inc p&p 48 pgs

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) 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. £19.50 inc p&p 232 pgs

Orders or further enquiries can be addressed to **Institute of Local Television 13 Bellevue Place Edinburgh EH7 4BS** and official orders may be placed by email to **local.tv@virgin.net**. Payment on receipt by invoice.

Sale of books/DVDs and your voluntary subscriptions of £30.00 per year help keep ACTO afloat. To support send cheques made out to Institute of Local Television marked ACTO on the back.



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