

ACTO8

local public service television directory

**CASE HISTORIES: e-tv
ABERFELDY**

**BIGGER PICTURE ON THE
SMALLER SCREEN**

**NEW - LOCAL TV NEWS
DIARY**

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That 'LOCAL TV BOOK'

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 16) 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 eighth 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

CASE HISTORIES: e-tv IN ABERFELDY

Between 2002 and 2003 the Institute of Local Television (ILT) and The Broadcasting Trust ran a TV trial in a small town in Highland Perthshire: Aberfeldy. This local channel was transmitted from a £1500 server supplied by Datavision (tim@datavision.co.uk). The signal was transmitted on a 2.4Ghz transmitter and receiver modified and weatherproofed by ILT's engineers and sent to a local hotel and piped into its 24 bedrooms. From the hotel it was retransmitted to a bunkhouse located on a hill overlooking the town. Sometimes e-tv could also be seen on a TV in one of the local pubs receiving on a domestic 2.4 aerial and set-top box.

ILT wanted to test the robustness of the licence exempt 2.4Ghz signal as well as its associated low-cost equipment when rebuilt for outdoor use. The field trial offered the Trust an opportunity to see how a Local TV service could be built in a rural location by recruiting volunteer programme makers, running training projects, organising after school clubs and media literacy initiatives with young people while sharing some programming with other Local TV channels so as to provide a sustaining service.

One member of staff was involved part-time and paid to deliver some of the workshops.

He produced two programmes on environmental housing and rural planning (one of which would not have been sponsored had it not had a broadcast and exhibition outlet).

Many of the Aberfeldy programmes were also shown in a small cinema behind the Tourist Office in the town square, shown on a rolling basis from DVD to provide local information for the town's many visitors. Some programmes were screened to accompany hired-in features being shown regularly by the local film society. A Forum on Community TV was arranged as part of the town's annual Arts Festival - and here skateboarders from Dundee compared notes using their video as illustration to help skateboarders in Aberfeldy lobby for their own facilities.

The enterprise surrounding the broadcasting and screenings, production commissions, training (and an advertisement for the local baker) provided a part-time income which justified the small amount of volunteer-time necessary to schedule and support broadcast related activity. Overall the project supported and developed community



Asif Naser installing the 2.4Ghz TV receiver and retransmitter at the Glassie Bunkhouse above Aberfeldy

media engagement as well as promoting opportunities in the local visitor-economy. Subsequently the programmes were put on the web for viewing further afield - and can still be found on the showcase.commedia.org.uk website in The Broadcasting Trust's archive. Some have been broadcast on cable in Berlin, others on the local NvTv channel in Belfast and one was shown in June at the 11th International Festival of Local Broadcasters held in Kosice, Slovakia.

Three of the high school students involved cited their relevant media experience in applications to university – for which they were accepted: this group's first-ever programme was also selected for screening at the Cooperative Young Filmmakers Festival in Bradford in 2003.

A programme on a local clan was distributed in North America and Australia and helped raise £70,000 towards rebuilding the clan centre.

Filming at an archeological dig captured the moment a 6th century tombstone was unearthed, a relic associated with St Adamnan and believed to mark the grave of one of the Irish bishops.

Adult trainees have continued to make programmes in and about living in rural Scotland, currently two are working on a film about a mobile ICT initiative in neighbouring Killin. A commission on land based studies in schools has been completed since 2003 as a result on the work for the channel. The local school, Breadalbane Academy, is building a media centre as part of its current expansion and development plan.

Following Aberfeldy, proposals for 2.4Ghz TV systems have been drawn up for St Alfred's University in Winchester, Southwark Council, Merthyr Tydfil Council, Worcester Council while work has started building a Doncaster schools 2.4 service. The Aberfeldy equipment has been relocated to Leith in Edinburgh to launch a tower-block 2.4TV service and discussions have recently begun on a 2.4/broadband service in Hawick based on the Aberfeldy experience.

The total cost of equipment used in Aberfeldy was £5000 (some of it second-hand) while income from programme making and training over the year was £10000.

BIGGER PICTURE ON THE SMALLER SCREEN

The best options for digital Local TV are in danger of suffering further delays at Ofcom as year-long consultations begin about the best way to manage or regulate the electromagnetic spectrum released after digital switchover.

This new debate raises unasked questions about the appropriate scale of any proposed markets in which to trade spectrum and whether or not - as local public service broadcasting - Local TV should be exempt from bidding for its frequencies in competition with telecoms operators and large scale broadcasters.

Here ACTO looks at the pressures to accept the monopoly of large-scale television as a natural order and suggests that the UK has taken a quite alien and socially antagonistic route in adopting an exclusively national television 'market' - an approach other European countries have avoided or better resisted.

Television viewing is undertaken fairly evenly throughout the country.

Probably viewing outside the metropolitan centres is greater than in these areas where workers commute or where there are other distractions available.

Possibly television viewing among the elderly or less socially active is greater than among the young and more affluent and socially mobile. Maybe, maybe

Where is this leading? Well the economics of Local TV have been put under the spotlight? But who is holding the spotlight?

It has been suggested by the Department for Culture, Media and Sport that the economic value of digital spectrum will be a ball-breaker for the ambitions for Local TV. DCMS anticipates that in the longer run both new spectrum released from analogue switch-off and spectrum used by public service broadcasters will succumb to a market valuation of its value. But on what scale and for whose benefit?

We've been wondering about the starting point for an economic valuation of spectrum in the last few editions of ACTO and tried to imagine the markets in which this public asset might have best-value – knowing perhaps that the endgame is that once national assets are transferred to markets in which shareholder value determines development they will be lost forever to smaller or modest uses. .

As we suggested above television viewing – and attention to public service television in particular – is pretty evenly spread across homes and maybe higher viewing actually occurs the further out from city or population centres. An even spread of access was and is the objective of public service broadcasting (PSB) – to illuminate all households in the glow of a shared debate through equality of resource.

Television channels which do offer a national public service aspire to reach a universe of all possible viewers while other 'national' channels - on Freeview, satellite or cable - cherry-pick so far as they can the appropriate demographics from amongst the universe receiving their signals.

Local TV – of course – wants a national universe of local universes. Local TV's objective is to divide the national universe into smaller recognisable local elements in much the same way that regional public service TV sought to establish a universe smaller than national. But the regional services were based on commercial universes and found a poor fit with the economic and social regions of the country and home nations.

Without embracing the civic and cultural universes regional TV was less public service in conception and delivery in the 1950s than Local DTT will be from 2008.

If television were a physical good then we would look at producing it as close to the centres of consumption as practical - in the way that national newspapers spread out their production centres and local newspapers are mostly produced locally. The nature of broadcast distribution and 'news ownership' are the keys here.

Radio and early commercial television began broadcasting nearby their audiences – locally and regionally: radio because there was no national transmitter network in place and commercial television later for exactly the same reason. The TV franchises were licensed in the 1950s on a commercially viable scale coincidentally to address regional and 'nation' interests on this smaller scale with a variation of national public service broadcasting.

Early on in the life of ITV the regulator – the Independent Broadcasting Authority - found that the viewers wanted something more local than regional ITV could offer - but the commercial companies found that regional was too small to provide quality programming and that the economies of scale offered by combining into a network offered a more realistic competition in the hunger for viewer numbers with a largely national BBC. The television 'market' was predisposed to being national because

the BBC competed with the ITV companies for viewers and the ITV companies occupied a 'region' which mostly had no cultural, political or economic justification.

From the beginning of commercial television in the UK there has been a tension between the viewer's local requirements and the commercial demands of the TV companies to reach as many viewers as possible generally rather than to reach viewers specifically.

This 'public service' tension has surfaced regularly in the many viewer surveys conducted by the regulators of the time – the IBA, the Independent Television Commission and more recently with MORI's study for the present regulator Ofcom. Throughout this fifty year period the viewer's requirements have been ignored and the regulator has instead supported the broadcaster's commercial ambitions to secure a more abstract rather than localised audience.

One exception has been introduced to break this pattern. In one piece of legislation the viewer came if not first at least as a priority: in introduction of cable TV in 1984.

Cable was licenced on a council or borough wide scale and was expected to offer most larger towns and cities across the UK – some 200 or so - local commercial services, and volunteer run community TV services as well as alternatives to the BBC and ITV channels.

Twenty years ago the citizen's own capabilities and desires to produce community channels were recognised in the 1984 Cable and Broadcasting Act. The cable companies were to make available capacity to local community and voluntary organisations to run their own channels. (See Rushton, D, *Citizen Television: a local dimension to public service broadcasting*, John Libbey (1993) for Adrian Friedli's analysis of the cable company commitments to community channels).

Cable TV was the British government's response to earlier relay-cable company demands for a new role as the carriage solely of off-air TV became unnecessary with the roll-out of the UHF terrestrial transmitter network.

The 1984 Cable and Broadcasting Act offered a strong public service dimension because cable television was largely envisaged as being 'a local service'.

As Tony Currie of the Cable Authority commented ... 'the *raison d'être* of cable was going to be to provide local programmes as an alternative to the existing channels and that the cable operators were expected to be programme makers in their own right'. (Tony Currie, *The Really New Television Conference Papers*, Institute of Local Television, 1989).

In the 1984 Act the community TV initiatives of the 1970s – in Sheffield, Bristol and Swindon – and a handful of other areas were being acknowledged (See *Local Television Reviewed: essays on local television 1982-1993*, John Libbey, 1994).

Although local and community channels were rarely offered – Coventry, Clyde in Glasgow and Aberdeen were among the exceptions.

Cable did not take off in the UK – blighted largely by central Government's hostility to Labour run local authorities possible interventions and the desire to see cable as a national vanguard to provide telephony competition with the newly privatised BT.

A less confrontational approach towards the introduction of cable in Northern Europe resulted in city and community channels part funded by 'access' fees as cable companies were favoured by local authorities to run their cabling alongside the other public utilities.

In 1989 I estimated the difference in approach between UK and European cabling was pushing the UK's domestic cable rental to £16 a month while their European counterparts were paying £4, a sufficiently attractive figure to spur European cable build towards the present 70-90%. Cable in the UK still languishes at around 20%.

Cable TV in the early 1980s could not sustain its own commercial programming, and reinvented itself as a carrier service to relay BSB and Sky.

Just like the ITV broadcasters – cable has also seen its audience offered channel 'choice' and assembled in spite of where the viewers actually lived and what their local interests might be.

The collapse and mutation of 'local' cable to its relay form was largely a consequence of a market oriented experiment in regulation distorted by an anti Labour local authority spin from central government. The process has sacrificed the local vision of the 1984 Act and the community dimension and instead encouraged investment and growth in an outward direction by merger regardless of the attention to the local scale and local coverage originally addressed as central in the cable licences.

In spite of the regional character and expectation of the ITV franchises and cable's local remit and franchise build requirement the subsequent evolution of both the earlier terrestrial and later cable television in the UK has steadfastly progressed by overlooking the interests of the audience *within* the transmitter and cabled area. Both forms of television have instead served by scavenging their audience from a wider territory by moving onto the neighbouring patch or by acquiring national viewers spread out across the country.

What competition we have seen in UK television has been with satellite and with itself: there has been at best indifference towards developing competition in ideas or on a variety of scales.

The similar growth patterns of regional TV and cable TV are not a result of dynamic market forces at play but of compromised policy, weak regulation which guaranteed that the prevailing and incumbent interests prosper in spite of their legislated purpose and remit - even affording rescue missions to strip away build commitments for cable to help cable overcome its market failure and near collapse. In scale at least, distortions and perversion of the markets these services were built to operate in have been accepted and implemented by regulators to support these erstwhile failing enterprises.

We have commercial television on transmitters and cable in a scattered way as a result of government and regulator intervention to set aside the services expected.

In such an environment everything in television becomes more or less the same 'national' scale – and the government intervention seems in both cases intent to support an incumbent broadcaster at the expense of other projects: local news and community TV.

In Croatia – after the virtual destruction of the national TV networks in the 1990s – there are now numerous Local TV stations built up from the bottom – in a circumstance of little or no government. In Spain, a thousand or so channels – again arose because of no regulation. These examples suggest that regulation in broadcasting is defensive and protectionist of strong vested interest – not creative and enabling and in spite of those operations not offering the services legislated for or wanted by viewers

Cable has not been a success in the UK. That is – cabled homes are to be found in much smaller percentages in each cabled UK area than in Northern Europe. In Europe cable was introduced at about the same time – but in a less nationally dictatorial form in a more locally involving local partnership oriented way and is 'locally' a success – a conduit carrying local and large scale channels to most homes.

Regional TV too was also a failure as a regional enterprise in the UK, seeking a network solution to secure and share access to viewers (slowed in its local growth because many initially required different TV aerials from those for BBC reception).

The regional commercial channels were only able to move forward against the BBC share of audience on the popularity of the mostly London based networked light entertainment (notably, *Saturday Night at the London Palladium*).

The BBC's national focus became what the regional ITV companies had to match or better – to make a well budgeted programme the economies of scale as well as a sense of national location and event proved necessary. ITV's battle with the BBC then became a class and not a regional versus national war.

Here was a familiar argument – regional TV could not afford the programme budgets to provide like for like alongside the BBC and so turned to national or large scale programming and audiences based on common but not immediately shared interests.

This perception of how TV 'works' is a fixed (and oft regarded 'economic') picture of a partial if not entirely bogus reality. What this view overlooks is the reflexive defensive response of shareholder based companies and the intervening contingencies: not least of which in the UK has been the distortion even eradication of local TV markets (hitherto) by the powerful competition for viewers represented in the BBC's economic structure and ring-fenced revenue source.

A perception of where the competition in television will be coming from in future – large scale TV - lies behind Ofcom's offer to the ITV companies to withdraw from regional programming: but this is most certainly the wrong view and for several reasons.

Bigger structures which ignore and eradicate differences are not the rational way ahead for a country that has lost touch with itself and with its communities – smaller more flexible public service operations have greater capacity to survive, to reflect on local aspirations and to transform and innovate.

Television's scale has grown to satisfy the greater investment required in 'big' programmes that will attract the dislocated national viewer against other 'big' programmes – programmes of a similar scale and budget. This has been the TV wisdom since the ITV companies stepped gaily from the White Heather Club to join hands at the London Palladium. It is a wisdom born out of building the infrastructure while trying to compete with the BBC: but the DTT infrastructure will be in place for Local TV, accessed by 50% or more of households in each Local TV area. It will be if Ofcom can produce its own Local TV Plan, or adopt the Add/Drop Solution in time.

Throughout the UK it is the television executives and indirectly the shareholders who decide to compete in a broadly national market which is acknowledged and understood by regulator and Government. Yet technology combined with those largely ignored but long standing viewer demands suggests there are opportunities to start and develop in parallel on a small scale.

If there were no interest in local news – we'd have no local newspapers, if no interest in local identity, accent or tone – then no local radio (as much as this is a trick of distribution in many areas), if no interest in participation then no community radio or community newspapers, local exhibitions, fetes, amateur dramatics and so on.

So not Why Local TV - but WHY NOT!!

LOCAL TV NEWS

This seems old-news but its not A reader recently unearthed this year-old Ofcom Board Note that's been festering and seemingly unattended to

10 | 11 | 04

Note of the Fortieth Meeting of the Ofcom Board, held at Ofcom, Riverside House, London, on 19 October 2004

Renewal of Local Television RTS Licences and Options for the Future

8. The Board approved the approach to be taken to the renewal of existing analogue local television (RTS) licences. **It was also agreed that Ofcom should invite expressions of interest in a limited number of current cleared but unused frequencies for local services with a community focus.** (Services would be broadcast in digital only.) *our emboldening*

ACTO wrote to Ofcom expressing an interest in accessing this local digital spectrum.

However, Ofcom's Mark Bunting replied:-

You asked about the minutes of the 40th Ofcom Board meeting regarding local TV. They refer to the extension of the current Restricted Television Service licences until June 2007 and the thinking at the time (October 2004) on possibilities for the future of digital local community services. As you know, there has been further consideration of the potential for digital local services since then, and a report will be published shortly with a detailed discussion of options for the future. This report will include consideration of the possibility of a limited number of trials of digital services in selected areas, although it is unlikely that we would take this possibility forward until it is clear that spectrum will be available for local TV after switchover.

ACTO in its response has asked -

When were the expressions of interest requested?

Why were those ... who'd already made requests to Ofcom (January 2004 at a meeting at Riverside House and to the ITC in writing from 2002)) for dormant/halted RSL licenses to resume not informed?

As per the Board note, ACTO is today expressing an interest in a limited number of services using the current cleared but unused frequencies to provide local services with a community focus - in digital only.

Ofcom has recently refused to meet with Local TV groups and to provide an opportunity for it's engineers to explain their approach to local digital terrestrial television. There is a strong impression that Ofcom has not undertaken the necessary frequency planning required for local organisation to get together to picture the cost and scale of a local DTT service for their area and to be properly prepared to make a reasoned response to the forthcoming Department for Culture, Media and Sport Local

TV consultation in January.

A letter from Lord Macintosh to Stephen Carter at Ofcom on the expected Ofcom work-plan - whose contents we're delayed in being made available to Ofcom engineers - has been requested from the DCMS under the Freedom of Information Act.

Lord Mcintosh and the DCMS published support for Local TV is as follows:

MESSAGE FROM ANDREW MCINTOSH TO THE SCOTTISH LOCAL TV FORUM ON 23 MARCH 2005

Local Television

I welcome the opportunity for discussion on local television services provided by this Forum.

The Government is 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 more 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.

.... we need to start thinking now about what we want local television to be in the future as we need to have a licensing regime in place for when spectrum does become available.

We intend to begin the process by publishing a consultation paper that will explore all aspects of local television. Key issues include:

- what local television should be;
- what is the likely level of demand from operators and from audiences;
- how large or small an area should a local television services cover;
- should we have a local television services in all areas of the UK;
- would some kinds of local television services be better delivered by other means such as broadband;
- should services be operated as community services or commercial services or a mixture of both;
- what might be the options for funding local television services and
- what might be in an Order for the licensing of local television services.

In addition to the consultation, we are working closely with Ofcom on the future for local television and we also plan to commission research on economic models for the sustainability of local television services.

.... We will keep with those closely involved in local television – commercial RSL operators, the Community Media Association, and the Institute of Local Television - in touch with the process.

THAT LOCAL AUTHORITY ANOMALY RUMBLES ON

ACTO is currently pursuing the anomaly of Scottish local authorities being denied broadcasting licences, unlike their English counterparts. It's all in the hands of the Scottish , says Stuart Brand of the DCMS. Questions are being raised at the Scottish Parliament as well as with Minister Patricia Ferguson, responsible - if responsible is the

word - for broadcasting, which is not a devolved power .

The 2003 Communications Act treats local authorities in Scotland and Northern Ireland differently from those in England and Wales. Catherine Smadje of DCMS reported at the Manchester Local TV Forum that there were no plans to give Scottish local authorities broadcast licences. This view is being contested.

Conclusion: Either devolve local, regional and home nation broadcasting or employ some folk in Scotland and Northern Ireland to look at the relevant bills and consider the social and economic impact of not devolving legislation and regulation .

The Institute of Local Television and a representative from one of the Scottish local authorities taking an interest in Local TV will meet with officers at the Scottish Executive in 5th December to be advised how the Scottish local authorities will be able to hold licences.

A second question being raised is whether the antique terms of the Local Government Act (England) 1972 should be introduced to Scotland to regulate local authority interests in TV or should local authorities in Scotland be subject to their own Local Government Act (Scotland) 2003 which empowers local authorities with greater local responsibility?

We'd welcome your thoughts on this and any Local TV news matters at local.tv@virgin.net

DIARY

Advertising Effectiveness and the Future Funding of Broadcasting

14th December 2005 Lewis Media Centre, Millbank Tower, Millbank, London SW1

The seminar is made possible through support from Channel 4 and ITV

- | | |
|---------------|--|
| 09.00 - 9.30 | Registration |
| 09.30 - 9.35 | <u>Chairman's opening remarks</u>
Lord Lipsey |
| 9.35 - 9.45 | <u>Background to the consultation</u>
Martin Hart, Head of Commercial Policy, Content & Standards, Ofcom |
| | Questions and comments from the floor |
| 9.45 - 10.10 | <u>The story so far: Analysis of trends in the advertising market</u>
Senior analyst |
| | Questions and comments from the floor |
| 10.10 - 11.00 | <u>Advertising effectiveness: What's 'wrong' with spot advertising?</u>
Professor Patrick Barwise, Professor of Management and Marketing, London Business School
Senior representative, TV advertising platform/sales
Senior representative, advertisers
Senior representative, marketing
Questions and comments from the floor |
| 11.00 - 11.20 | Coffee |
| 11.20 - 12.10 | <u>On the horizon: new forms of revenue generation and their role in the future funding of television</u>
David Charlesworth, Head of Sponsorship, Channel 4
Senior representative, marketing planning
Senior representative, production company |

- Senior representative, commercial TV network
Senior analyst
- Questions and comments from the floor
- 12.10 – 12.55 Where's the consumer in all of this?
Simon Terrington, founding director, Human Capital
Simon Andrews, co-founder, Big Picture
Senior representative, commercial TV network
Senior representative, Voice of the Listener and Viewer
- Questions and comments from the floor
- 12.55 - 13.00 Chairman's closing remarks
Lord Lipsey
- 13.00 – 14.00 Lunch
- 14.00 – 14.05 Chairman's opening remarks
Senior parliamentarian
- 14.05 – 14.50 Distraction and competition: PVRs, broadband TV, mobile, games and the future commercial TV as an advertising platform
Senior representative, PVR service provider
Senior representative, games
Senior representative, mobile
Analyst
- 14.50 – 15.00 Questions and comments from the floor
Tea
- 15.00 – 15.45 Living with the future: how to make best use of new advertising forms, examples of best practice
Tess Alps, Chairman, PHD Group
Mike Parker, Head of Strategic Sales and Commercial Marketing, Channel 4
Senior representative, cable and satellite sales
- 15.45 – 16.30 Questions and comments from the floor
Future funding of TV: challenges and ways forward for public policy
Michael Ridley, Partner, DLA Piper Rudnick Gray Cary UK LLP
European Commission representative
Senior representative, DCMS
Senior representative, Which?
Senior representative, sponsorship and advertiser relationships
Senior representative, terrestrial network
- Questions and comments from the floor
- 16.30 – 16.40 Closing thoughts from Ofcom
Martin Hart, Head of Commercial Policy, Content & Standards, Ofcom
- 16.45 – 16.50 Chairman's and Westminster Media Forum closing remarks
Senior parliamentarian
For further information and bookings contact Peter van Gelder, Director, Westminster Media Forum
pvg@westminsterforumprojects.co.uk

TELEVISION FROM THE NATIONS AND REGIONS CONFERENCE 2006

11TH JANUARY 2006 THE LOWRY, SALFORD QUAYS

Chaired by Steve Hewlett, Writer and Broadcast Consultant

The Promised Land:

The future of television outside London

This year the Conference will focus on the future of network television production outside the M25 and new opportunities for the Nations and Regions. It will look at policy and practice. It's a great chance to make contacts, to question and to learn more. Apart from the main sessions there are breakout sessions where experts share their special knowledge.

The 2006 Conference will follow the publication of Ofcom's Television Production Sector Review, which focuses on how and where television is made, examining the future of the independent and out of London quotas. It will be an opportunity to find out how the Government and the major broadcasters will respond, and to have your say. The conference also look at the alternatives to London Centric Commissioning - Local TV, Commissioning and how to crack it, New Markets from New Technology, and the role of the Indies and Super Indies in the regions. And finally Paul Abbott, the creator of Shameless and Clocking Off, takes a sideways look at the day's events.

KEYNOTE SPEECH James Purnell, MP Minister for Creative Industries and Tourism gives his vision of the future of television outside London.

FAIR SHARES FOR ALL How will the major channels react to Ofcom? Find out from the people in charge of the nations and regions from the BBC, ITV and Channel 4.

THE FUTURE IS HERE: THE FUTURE IS LOCAL Local television is taking off. The BBC and ITV are joining in. Can it fill the gap left by the retreat from regional TV? How good is it? How viable? See it for yourself and question the new station-masters.

THE RISE OF THE SUPER-INDIES What they can offer the regions. Super-Indies with massive clout and resources are gobbling up companies in the regions. Is this a massive new opportunity? Meet some of the people who run these new big beasts.

BREAKOUT SESSIONS

Commissioning and how to crack it – your chance to ask how to get noticed

The Hit Machine – Make that idea into a hit with help from the Head of Entertainment Development ITV

New Technology, New Markets – why pitch to the major channels when you could

stream direct to the internet, the mobile or...meet the pioneers and see their equipment.

Confirmed speakers so far:

James Purnell MP, Minister for Creative Industries and Tourism
Tim Suter, Ofcom, with responsibility for Content and Standards
Pat Loughrey, Director, Nations and Regions BBC
Stuart Cosgrove, Director of Nations and Regions Channel 4
Clare Thompson, Head of Entertainment Development, ITV
Jana Bennett, Director of Television, BBC
Janey Walker, Managing Editor Commissioning, Channel 4
Steve Morrison Chief Executive, All 3 Media
Henry Normal, Baby Cow, Manchester
Andy Griffee, Controller, English Regions BBC
Dave Rushton, Director, Institute of Local Television
Mark Dodson, Chief Executive, Channel M
Kevin Gooding, ITV, Director of Product Development
Marilyn Hyndman, Coordinator, NvTv
Clive Jones, Chief Executive, Regions and News ITV
Chris Shaw, Senior Programme Controller, Channel 5
Paul Abbott, Creator of Shameless and Clocking Off

There will also be a pre-conference event on the evening of the 10th January.

For further information or to register see our website at www.salford.tv
or contact us by e-mail: r.heritage@salford.ac.uk l.nandy@salford.ac.uk
or telephone the Conference Office: 0161 295 2667 Delegate fees are: £150 corporate, £50 freelance and £20 student.

LOCAL TV FORUM 2006 (preliminary announcement)

Friday 17th March and Saturday 18th March

European local tv and citizenship conference including screenings

- 10.30 **Local Digital Television for the UK**
The DCMS Consultation on the Local TV Licence
tbc
- 11.00 Q&A
- 11.15 **Local Television in Europe**
Community Television
Pieter de Wit, OLON, Netherlands
Open Channels: Active Citizenship & Freedom of Expression
Jurgen Linke, Offener Kanal, Germany
City Television & Sustaining Services
Eva Dekanovska, TV Nasa, Slovakia
Municipal and Rural Television
Comba Compoy, University of Santiago de Compostela, Spain
The Migrant Experience in Sweden
Johannes Moubis, Open Channel Gothenburg, Sweden
- 12.30 Q&A
- 1.00 Lunch
- 2.00 **Local DTT**

crown castle/arqiva

Local Broadband on TV

BT/Homechoice

3.0 Q&A

3.15 Break

3.30 **Workshops**

Commercial

Municipal

Community

4.30 Q&A - feedback

4.45 **Licence Proposals & Consultation**

discussion/panel - DCMS

5.10 **The Public Service Publisher or top-sliced Licence Fee**

discussion/panel - Ofcom

5.30 **Q&A Plenary - where next?**

6.00 Finish

OPEN CHANNELS FOR EUROPE

7.30-8.30 **Local Television: Identity and Democracy**

Introduction, Ed Baumeister, City TV Foundation, France

Four Short Films

(Saturday 18th March provisional)

10.00am Coffee/tea new delegates register

10.30 **Citizen Activism & European Citizenship**

Introduction: (tbc) & Jurgen Linke, Germany

Four Short Films

11.30 **Workshops – Exchanging Citizen TV**

Three workshops

chaired by Peter de Wit, Jurgen Linke and Eva Dekanovska.

12.30 **Q&A Plenary - where next?**

1.00 Finish

This is a provisional programme. For further details contact Tana Macphee at local.tv@virgin.net

BOOKS, REPORTS & PUBLICATIONS

LOCAL TELEVISION RENEWED: essays on local television 1994-2005 published by School Press for the Institute of Local Television, August 2005. 112 pages, available in pdf format at £7.00 from 5th August or as a softback book at £13.50 inc p&p from 30th August 2005.

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 under way 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: 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 (or £7.00 for single copies in pdf format downloaded to your email address.) 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

Personal cheques for books and/or the pdf version of Local Television Renewed should be made payable to 'Institute of Local Television' and sent to

Institute of Local Television 13 Bellevue Place Edinburgh EH7 4BS Official orders and further enquiries can be sent to the address above or to local.tv@virgin.net.

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Local 



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