



## **STV Statement 2012**

### **Overall Strategy / Major Themes for the Year**

STV is Scotland's digital media company, holding Channel 3 licences for the central and northern regions of the country and reaching over 4.2m viewers per month. We maintain our position as Scotland's most popular peak time TV station, with a clear commitment to our public service broadcasting obligations, a strong digital presence, a recognisable brand and compelling content available anytime, anywhere.

STV offers viewers a service that is both relevant and unique to Scotland and is increasingly available on multi platforms including DTT, DSAT, DCAB and HD; online via various websites including our leading commercial site stv.tv and youtube, PS3 consoles, mobile devices such as iPhone and Android.

Remaining at the core of STV's strategy is our ongoing commitment to our quality content and making that content available to our audiences whenever, wherever and however they want it through our STV Anywhere programme.

We strive to reflect the cultural, political and sporting differences that make Scotland unique via a dynamic and relevant schedule of programming. As a commercial broadcaster with public service obligations, we strive to deliver a high level of public service content, which has relevance and appeal to a wide demographic.

Our schedule for 2012 will comprise the best of Channel 3 Network material and strong home-grown productions across various genres, much of which will be broadcast in peak time. As we control our own schedule, we have the ability to react swiftly to events, providing viewers with a topical, relevant, entertaining and informative service.

News will continue to be at the heart of our public service offering in 2012. Through the deployment of new technology, we introduced an additional news programme for Edinburgh and the East, allowing us to reposition our overall news service and provide the most comprehensive and local news service in the UK. With a strong appetite for local news evident across Scotland, we are delighted to have implemented a sustainable news service that clearly delivers what viewers want, not only on air but across multiple platforms via three distinct evening programmes with additional opt-out service for Tayside.

2012 will see the continued roll-out of STV Local, our network of hyper-local websites allowing us to connect with communities across Scotland. With Glasgow set to launch fully in the first quarter of 2012, STV Local will cover over 20 sites in over 8 local authority areas by Spring. STV Local is a key digital investment for STV which enables us to engage with our viewers at a new level and in different and exciting ways.

Our partnership with The Hunter Foundation continues and following the success of the STV Appeal 2011, we have already begun planning the campaign for 2012. Our ultimate aims are to raise the profile of the issues surrounding child poverty in Scotland; and to raise money to help us work with charities and communities to make a real difference to those affected. This will be a key work stream for STV throughout the year.

### **Significant Changes**

There are no significant changes planned or expected for 2012.

### **Innovation, Experiment and Creativity**

STV Local is our major digital initiative, offering a unique hyper-local service, and we will continue this roll out across Scotland throughout 2012. With a growing team of journalists committed to engaging and interacting with communities via the trusted STV brand online, we are maximising the potential of our unrivalled reach in Scotland to deliver our high quality content far and wide. This initiative allows us to engage with communities at a whole new level and we believe it to be innovative in both its conception and on-going delivery, with the sites already registering growth.

Our partnership with Creative Scotland continues into 2012 and will see investment in content development projects in factual, drama and entertainment, promoting Scottish talent and bringing home-grown culture into every home in Scotland.

Our STV Anywhere initiative promotes innovation in new media technologies and provides opportunities to form new connections with our audience. The STV Player is available on Android and IOS tablets and smartphones, and the STV News app can be found on iPhone and Android. In addition, STV's social media presence is comprehensive and far-reaching. We are actively pursuing further opportunities in the new media area to make STV content available anytime, anywhere.

Following the success of 2011, our planning for the STV Appeal 2012 is well advanced and our creative teams are devising creative campaigns and programming activities to engage the public for a second year. The Scottish Government has already committed to match fund pound-for-pound every penny raised and our aim is to raise more than the £1.2m generated in 2011.

*The Nightshift* continues to perform well for STV and this innovative programme will continue in 2012. Airing various nights between 2am and 5.30am, *The Nightshift* brings late night viewers an entertaining mix of interactive chat, celebrity interviews, all the latest news updates and video clips from the STV archive. In line with STV's digital strategy and ambitions, viewers are invited to interact with the show, with thousands of texts and emails sent to the studio every week, and fans connecting and chatting to each other on the show's hugely popular Facebook page.

### **Tier 2 Arrangements**

Our programme plans for 2012 are designed to meet or exceed all minimum licence quotas for STV.

We will fulfil our news obligation of four hours per week via *STV News* programmes and bulletins in each region, with unique material transmitted from Glasgow, Edinburgh, Aberdeen and Dundee.

In non-news, each licence is required to share a minimum total of 1.5 hours of programming per week, making a total of 78 hours across the year. This will include 29 hours of current affairs.

We are confident that we will meet our targets in relation to independent productions in 2012 via the Network. STV remains supportive of the independent production community and we will commission independent productions on a merit basis. At our headquarters in Pacific Quay we have been able to offer favourable rates for independent production companies to use our office space and post production facilities.

We plan to subtitle all of our regional programming in 2012.

## **Programme Offer**

### **News**

News provision is a cornerstone of public service broadcasting and we are committed to delivering a strong, high quality and relevant news service covering the length and breadth of Scotland. Behind all of our news programmes is an ethos of story telling and connecting with our viewers via multiple platforms. We will continue to reflect Scotland's distinctive political, legal, educational, cultural, sporting and religious institutions via our news programming into 2012, delivering a relevant and accessible service.

STV has news teams in Aberdeen, Inverness, Dundee, Glasgow and Edinburgh, Holyrood and Westminster, with reporters out in the field seven days a week, bringing viewers the most up-to-date news every day.

In 2011, STV introduced the most comprehensive local TV news service across the UK. This included a brand new dedicated 30 minute evening programme for Edinburgh and the east, a renewed, tighter focus on west central Scotland in our Glasgow-produced programme, and the continuation of our popular service for the north of Scotland from Aberdeen, alongside a separate bulletin for Dundee and Tayside.

This successful format will remain into 2012 and we are confident that we will continue to win the slot at 6pm, and maintain our strong audience share going forward.

News is one of the most popular sections of our website, stv.tv, and we have a dedicated digital team ensuring that our site is fully up-to-date and comprehensive, as and when stories break. Wherever possible, news stories are accompanied by broadcast quality footage and are rolled out via social media.

We are continually improving our multi-platform accessibility and the STV News app is available via iPhone and Android, allowing users to access the top stories anytime, anywhere. Mobile users are amongst the most engaged consumers, accessing consistently high volumes of pages, articles and video.

Social media will continue to play an important role within the news team. With more than 56 of our news, sport and STV Local team now on Twitter and a dedicated *STV News* account with over 31,000 followers, our social media presence is going from strength to strength and fully complements our online services.

Our investment in news is significant, and our news service is a key part of our brand and the service we provide to our viewers. The fact that our news share rose 7% from June to December in 2011 tells us that there is an appetite for the delivery of dedicated regional and local news, and this is something we remain absolutely committed to going forward.

### **Current Affairs**

*Scotland Tonight* is STV's new current affairs programme which airs at 10.30pm Monday to Thursday. The programme launched late 2011 and is already reaching over half a million viewers per week and has an engaged Twitter following of almost 3000.

The series will continue into 2012, with presenters John MacKay (STV News at Six anchor) and Rona Dougall (ex-Sky News Scotland correspondent) taking the presenting seat for two episodes each per week, and covering all the top stories and issues relevant to Scotland in a lively and engaging way.

With the changing political landscape in Scotland, and the current lively debates over independence for Scotland, we will monitor events closely and bring viewers updates as and when they happen.

As in 2011, our experienced and dedicated news and political teams will react swiftly to current events that reference Scottish life from politics and business to sport and entertainment. Our ability to control our own schedule and to schedule programmes dynamically means that we are able to quickly insert topical programming into peak time slots when appropriate. We will continue this into 2012.

### **Other Programming**

STV is currently planning its schedule for 2012, which will be a mix of the best network material, including high quality drama, entertainment and sport; and a variety of original Scottish production. Production is already underway as we prepare to deliver a distinct, relevant and entertaining schedule for Scotland.

Already on air is the return of much-loved travel show, *Scottish Passport*. STV has revived this popular brand and for 2012 it features a range of celebrities (such as *Taggart* stars Alex Norton and Blythe Duff, River City actors Pamela Byrne and Gary Lamont, and presenter and actress Clare Grogan) travelling to destinations across the world. The series also offers a range of destinations within the UK and is narrated by *Dr Who* star, Karen Gillan. This six-part series is broadcast in peak time.

STV has recently launched film series, *Moviejuice*, presented by veteran entertainment reporter, Grant Lauchlan. This 12-part factual entertainment series is airing in peak time and will feature world famous stars from the world of cinema. Grant will also welcome film critics to join him each week; and will engage with our audience via a network of STV Local review panels.

STV's weatherman, Sean Batty, will present a two-part peak time weather series entitled, *Weatherwatch*. An educational and entertaining watch, Sean will bring his weather expertise to life as he tries out some ice-climbing, investigates Icelandic volcanoes and finds wintry conditions in the Cairngorms. In only its first week of production, the @stvweatherwatch twitter feed had over 1500 followers.

STV has acquired the second series and will air the UK premier of Dublin-based gangland drama, *Love Hate*. The first series performed well for STV in 2011, and the second series has launched with an audience of a quarter of a million to date.

A range of programming around the STV Appeal 2012 is already being planned. We envisage airing a documentary highlighting case studies of children and young people affected by poverty in Scotland to help raise awareness of the issue. In addition, we'll develop other programming around the fundraising activities taking place and the live event show, with Lorraine Kelly as Trustee and presenter.

Also in 2012, STV plans to air a new series working with the SSPCA entitled *Animal 999*; we are planning a themed series of documentaries based around the idea of *Incredible Stories*; and are developing a series around how eco-friendly famous Scots are. Sport will be a key part of the schedule, as we air the biggest football competitions of the year – the Champions League and UEFA 2012.

We will continue to plan the rest of the schedule throughout the year and make announcements in due course, with a view to exceeding our required targets for 'other' programming and presenting a distinctive and diverse schedule for viewers across the country.

## **Additional Matters**

### **Cultural and Other Diversity**

STV employs in the region of 390 members of staff. In 2012 we will engage with hundreds of freelance staff throughout the year as our production levels increase. STV remains committed to diversity both within our workforce and on-screen. For six years now we have received the 'Two Tick' award from Job Centre for inclusive employment practices and we aim to win this again in 2012.

The 2012 STV schedule will be rich, varied and reflect the distinctive cultures, institutions and communities across Scotland, touching on topical events where relevant and ensuring a strong mix of programming and a distinct schedule for Scotland. We will continue to broadcast a common schedule for non-news across STV north and STV central, creating a broad range of culturally diverse material which is available across the country.

### **Promotion of Media Literacy**

We will continue to make our viewers aware of the nature of the content on STV, allowing them to make informed decisions about their viewing and ensure that it is relevant and appropriate for them. We have dedicated announcers who are well informed regarding programme content and compliance procedures, helping ensure that viewers are fully informed via on-air announcements. STV's marketing and PR activities also strive to enlighten viewers as to the nature of our content. Scheduling decisions are also carefully considered by STV's Commissioning Group.

We frequently promote our website and STV Player both on-air and in the press, allowing viewers to access additional information and support material on our programming as well as catch-up and archive services. With increasing numbers of viewers utilising our online services and social media outlets, we will continue to update the content available and provide new added-value and in-depth content, encouraging viewers to engage with television via new technologies.

Online content is available 24 hours a day, seven days a week, meaning that post-watershed material is available for catch-up. Where we have provided an on-air warning prior to the original transmission, we will indicate this online with a 'G' (guidance) and provide a short explanation as to the reason for this. There is also an option online to restrict access to content.

Community engagement is key for our STV Local teams and they have begun delivering social media workshops across the country. Representatives from STV Local have been investing time to show community members how to get the most from not only the STV Local sites, but social media sites such as Facebook, Twitter, Google and the Internet more widely. The teams have so far worked with a range of groups including representatives from charities, libraries and the chambers of commerce, providing a valuable awareness-raising service and building key relationships within the communities.

We will continue to offer our staff relevant training to develop and enhance their skills base. STV Learning, our staff learning and development programme supports staff in their continued professional development and is offered in addition to the extensive range of training opportunities. We intend to engage significantly with the freelance community throughout the year.

STV supports the Scottish Government's 'Get Ready for Work' programme for young people not in education, employment or training, to provide them with experience of a working environment and an insight into possible career areas. We will continue this partnership into 2012.

In 2011, STV was the first terrestrial broadcaster to secure product placement deals and we implemented these in an episode of our daily live show, The Hour. With the ban on product placement being lifted from UK TV shows, we aim to continue to source further product placement deals, adding value to our content. We will ensure that viewers are fully aware when product placement is in operation and our production teams are fully trained in the compliance issues in this area.

We will continue to collaborate with journalism and media courses in 2012, offering opportunities for students to engage with a very experienced and talented team, providing experience with one of Scotland's biggest media brands, guidance from our editorial team, access to local communities and a chance to collate a portfolio of work. We also provide training in web publishing and writing for the web for contributors across Scotland, offering an opportunity to develop and acquire new digital media skills. STV is putting significant investment behind this initiative, including an ongoing recruitment drive, user training for community contributors, and marketing support.

## **Public Input**

Viewers regularly contact us either by telephone, email or through the contact form on our website. Our viewers continue to be of paramount importance to us in 2012 and we will always welcome feedback on our programming, brand, schedule and online activities. Our website, stv.tv, is now better equipped to deal with comments and these are regularly monitored by our dedicated digital team.

We also anticipate gaining valuable feedback via our frequent studio tours throughout the year, which allow us to engage with the public on a more first-hand basis.

STV's online market research panel, ScotPulse, is designed to provide direct access to valuable consumer insights. Over 5,500 panel members have been recruited, delivering an average 60 per cent response rate to surveys. We aim to utilise this valuable service throughout 2012 to gain valuable public input by providing consumers with the opportunity to have their voice directly heard on issues that matter. ScotPulse is supported by a dedicated website – [www.scotpulse.com](http://www.scotpulse.com) – that encourages community and helps to deliver higher engagement levels.

We will continue to engage with elected officials throughout 2012, ensuring open lines of communication with MPs and MSPs at Westminster and Holyrood, and already have events planned for the first quarter of 2012. We will also once again take part in the Industry and Parliament Trust, welcoming Parliamentarians from both Westminster Houses to spend a week at STV as they get to know our business better.

STV has a significant social media presence via Facebook and Twitter and we will monitor all feedback via these channels on a daily basis.