



## STV Statement 2014

### Overall Strategy / Major Themes for the Year

#### **2014: *The Time is Now***

2014 is a unique and exciting time for Scotland and STV is committed to playing a key role as a public service broadcaster by bringing viewers all the news, analysis and opinion in the lead up to the Scottish independence referendum, as well as the story of the Commonwealth Games and other crucial events throughout the year.

STV is committed to providing quality and compelling public service broadcast content and we will continue to deliver in excess of licence requirements in 2014 and beyond.

Scotland has a strong appetite for local news and we will continue to bring viewers a sustainable news service that clearly delivers what viewers want, not only on air but across multiple platforms via three distinct evening programmes serving Scotland's regions, with an additional bulletin for Tayside, and regional Scottish news for ITV's *Daybreak*. From April, we will deliver four bulletins as part of ITV's flagship morning programme, *Good Morning Britain*.

As we approach the referendum on Scottish independence on 18 September, STV will continue to provide a platform for debate around the key issues, bringing viewers all the news, analysis, discussion and opinions from both sides of the debate. We also plan to undertake our most ambitious and large scale results coverage to date with an overnight results programme on 18/19 September providing viewers with comprehensive coverage and analysis of the results that will determine Scotland's constitutional future.

#### ***Digital business growth***

The diversification of STV's digital business will continue in 2014 as we seek new platforms to deliver our quality content to audiences however and wherever they choose to consume it.

We continue to provide content online via targeted websites including our leading commercial site [stv.tv](http://stv.tv). The STV Player, STV's free catch-up service, is available via the web, iOS, Android, Windows 8, Windows Phone, YouView, Kindle and Samsung Smart TV.

In April, we will launch STV HD on satellite. The service will be available for Sky HD subscribers in Glasgow and the west on channel 103, and Sky channel 178 in other areas. Freesat viewers are able to access STV HD on channel 119.

STV will also launch *STV Live*, a new live streaming service on the STV Player allowing users in STV's licence areas in Scotland to watch STV programmes live online. *STV Live* is available on desktops, tablets and smartphones via the STV Player, with the STV Player app providing access in the near future.

We remain committed to super serving Scotland in 2014 by offering consumers relevant, engaging and locally focused content through our City Apps, providing all the latest news, events, offers, pictures and videos for consumers in Scotland's four largest cities.

### ***Informative, relevant and entertaining content***

We strive to reflect the cultural, political and sporting differences that make Scotland unique via a dynamic and relevant schedule of programming. Over the course of a month 94% of Scots interact with STV - evidence that we are delivering a schedule that is relevant and engaging for our audiences.

We aim to provide viewers with a compelling mix of entertainment, drama and news and current affairs. This will continue with our 2014 schedule which combines popular network content with the very best of Scottish programming. The STV schedule for 2014 includes new quiz show *The Lie*, a second series of *RBS - Finding Scotland's Real Heroes*, two brand new documentaries from upcoming film makers, and a series which follows in the footsteps of popular broadcaster, Tom Weir.

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.

### ***Social investment – The STV Appeal***

In 2014, we continue our commitment to raise awareness around the issues of child poverty in Scotland with the STV Appeal. In 2013, the Appeal raised £2.5m and this year we aim to make an even bigger difference to children and young people affected by poverty with a line-up of high profile fundraising activities.

## **Significant Changes**

There are no significant changes planned or expected for 2014.

## **Innovation, Experiment and Creativity**

To complement its television output and to meet the changing media consumption patterns of consumers, STV has developed a growing portfolio of online services available on web, mobile and through dedicated apps for smartphones and tablets

STV is committed to super serving Scotland's communities in 2014 by offering consumers a wealth of local content on a variety of platforms. STV's City Apps provide all the latest news, events, offers, pictures and videos for consumers in Scotland's main cities. STV Glasgow, STV Edinburgh, STV Aberdeen and STV Dundee are available as Apps, free to download and use on iOS and Android devices, and accompanied by desktop and mobile sites.

Our new city TV channel for Glasgow, STV Glasgow, will launch on 2 June 2014. The channel will begin broadcasting at 1830 hours to a potential audience of 2 million viewers in the west of Scotland on Freeview channel 23. STV Glasgow will be on air from 1200 to 2400 every day with an entertaining mix of news and features, live and interactive formats, and quality acquired and archive programming. A partnership has been established with Glasgow Caledonian University, through which media students will be provided with the opportunity to learn in a live television environment and show case content they produce through their study programmes.

The launch of our new city channel for Edinburgh, STV Edinburgh, will follow later this year, in partnership with Edinburgh Napier University.

The STV Appeal will continue to evolve and develop in 2014 as we continue to further raise awareness and money to address the shameful issue of child poverty in Scotland. The

Scottish Government has once again committed to match fund pound-for-pound every penny raised (up to £1million).

The STV Player is available on a wide range of platforms, allowing viewers within the STV licence areas of Scotland to watch STV programmes on desktop; Android, iOS, Kindle and Windows smartphone and tablet devices; as well as YouView and Samsung Smart TV. In addition, the STV News app can be found on iOS and Android.

STV's social media presence is comprehensive and far-reaching, with over 400,000 followers/likes across Facebook and Twitter.

## **Tier 2 Arrangements**

Our programme plans for 2014 are designed to meet or exceed all minimum licence quotas for STV.

We will exceed 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. We will also considerably over deliver sub regional news in excess of our licence requirements with full, discrete programmes for Glasgow and Edinburgh.

In non-news, each licence is required to transmit an average of 1.5 hours of programming per week, making a total of 78 hours across the year, half of which must be in peak time. This will include 29 hours of current affairs. Our programming plans for 2014 ensure we will achieve this.

As in recent years, we are confident that we will continue to meet our targets in relation to independent productions in 2014 via the network. STV remains supportive of the independent production community and we will continue to commission independent productions on a merit basis. At our headquarters in Pacific Quay we have been able to attract independent production companies to use our office space and post production facilities.

We plan to subtitle the majority of our regional programming in 2014.

## **Programme Offer**

### **News**

STV delivers an extensive news service and will continue to do so in 2014 for viewers across Scotland.

2014 is a crucial time for Scotland as we approach the referendum on Scottish independence in September and STV is committed to playing its role at the heart of the debate. This is a unique period in Scottish history and STV will continue to provide extensive coverage of all the key issues throughout our news and current affairs programming.

We have made a multi million pound investment in new technology and equipment to improve connectivity between our news centres and the processes used by the teams to deliver our news content, ensuring STV is at the cutting edge in news production at this significant time for Scotland.

The current level of broadcast exceeds the licence requirements and will continue to do so throughout 2014.

STV broadcasts the most comprehensive local TV news service in the UK with eight daily news bulletins. Our dedicated, 30 minute evening news programmes, *STV News at Six*, are broadcast in Glasgow, Aberdeen and Edinburgh, with a bulletin for the Dundee and Tayside

area, allowing STV to deliver local news stories and prioritise stories relevant to its regional audience.

We broadcast three morning bulletins during the *Daybreak* programme and a lunchtime bulletin. From April, we will deliver four bulletins as part of ITV's flagship morning programme, *Good Morning Britain*. In addition, an evening bulletin is broadcast during current affairs programme, *Scotland Tonight*, Monday to Thursday.

STV will continue to deliver at this level in 2014 with news from dedicated teams in Aberdeen, Dundee, Edinburgh, Glasgow and Inverness, Holyrood and Westminster.

STV News attracts an average audience of over 400,000 viewers with a 25.5% share. The programme has a weekly reach of 40% with 1.8 million viewers.

Our audience also continues to consume news online and we have a dedicated team delivering up-to-date local and national stories every day. Wherever possible, news stories are accompanied by broadcast quality footage and are often broken and supported via social media.

We are continually improving our multi-platform accessibility and the STV News App is available via iOS and Android, allowing users to access 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 68 of our news, sport and City Apps team now on Twitter, plus a dedicated STV News account with more than 108,000 followers, our social media presence is a further enhancement to STV's delivery of timely news.

Public service broadcasting is at the heart of STV's offering and we are committed to delivering a strong, high quality and relevant news service covering the length and breadth of Scotland. We will continue to reflect Scotland's distinctive political, legal, educational, cultural, sporting and religious institutions via our news programming in 2014 and beyond, delivering a relevant and accessible service.

We will continue to invest in training and equipment for video journalists in 2014.

### **Current Affairs**

*Scotland Tonight* is the most popular Scottish current affairs programme, reaching 480,000 people in Scotland every week.

The programme will continue to provide a vital platform for debate in the run up to the independence referendum in September 2014, bringing viewers all the news, analysis and discussion ahead of the referendum. *Scotland Tonight* will be on air at 2230 Monday to Thursday throughout 2014, including the summer months.

Presented by John MacKay and Rona Dougall, *Scotland Tonight* brings viewers the top stories and issues relevant to Scotland in an accessible and engaging style. The programme offers viewers an in-depth look at the main news stories of the day along with sports, politics, business, art, entertainment, live studio guests and special features.

The on air broadcast is complemented by online activity, with the *Scotland Tonight* team engaging with the audience via Twitter to ensure the programme is as accessible and interactive as possible.

Our ability to control our own schedule and respond to the news agenda means we can schedule new programmes when required, quickly inserting topical programming into peak time slots when appropriate. This will continue throughout 2014.

So far in 2014, *Scotland Tonight* has aired a live, one-hour special from the European Parliament in Brussels, examining the key issues for voters ahead of the European Parliament Elections. Following three successful leaders' debates broadcast in 2013, a further live referendum debate was held in early 2014 as Deputy First Minister Nicola Sturgeon MSP and leader of the Scottish Labour Party, Johann Lamont MSP went head to head in a *Scotland Tonight Referendum Special*. The debate was simulcast to Scottish viewers in the ITV Border region.

STV teamed up with Debating Matters in 2013 to launch a national debating competition for secondary school pupils from all 32 local authority areas, many of who will be eligible to vote in the referendum on Scottish independence, to give them the opportunity to research and discuss issues which will affect the future of Scotland. The competition continues into 2014 with the final broadcast on STV in April.

### ***Other Programming***

STV is committed to delivering an engaging and informative schedule that incorporates the best Channel 3 network material with innovative, home grown productions that are relevant to our unique audience.

Brand new quiz show *The Lie* started broadcasting in March 2014, hosted by comedian Susan Calman. The show sees contestants play for the big cash prize by trying to identify the lie from a set of otherwise true statements.

*Too Good to Waste: Passing it On* challenges Scottish celebrities, including Fred MacAulay, Kaye Adams and Stephen Purdon, to help their friends and family stop wasting resources, time and money.

*The STV Appeal Update 2013: Your Money, Well Spent* celebrated the success of the STV Appeal which raised £2.5 million for Scotland's children last year, and visited some of the projects that are benefiting from funding.

Film review series *Moviejuice* returns for a new series, presented by Grant Lauchlan

A third series of *Animal 999*, made by independent production company Demus, goes behind the scenes of the Scottish SPCA to highlight the fantastic work carried out by Scotland's leading animal welfare charity.

STV has commissioned two brand new, 30 minute documentaries as part of *This is Scotland*, a documentary and new talent initiative run by the Scottish Documentary Institute in association with Creative Scotland.

We will launch a new search for Scotland's most deserving local heroes in the second series of *RBS – Finding Scotland's Real Heroes*, presented by Carol Smillie and broadcast later in 2014. In *RBS – Let's Find Scotland's Real Heroes*, airing in April, Carol Smillie will look back on the success of last year's campaign.

*On Weir's Way with David Hayman* will follow in the footsteps of Scotland's best loved walker and broadcaster Tom Weir, presented by Scottish actor and broadcaster David Hayman.

Sport will also be a key part of the 2014 schedule, with games from this summer's World Cup in Brazil and the FA Cup final in May. Following successful online streaming of the *Brodies Champions of Tennis* event live from Edinburgh, we will transmit selected matches on STV, with additional coverage available online and on STV Glasgow.

Dedicated programming will continue to complement the STV Appeal with a live show hosted by Lorraine Kelly planned for later in the year. Further programming will include a range of fundraising activities televised to highlight case studies of children and young people affected

by poverty in Scotland, while raising awareness of the issues and encouraging engagement and donations.

Cult programme, *The Nightshift*, continues to perform well for STV in 2014. Airing seven nights a week between 12.30pm and 5am, *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.

We will continue to plan STV's 2014 schedule throughout the year and make announcements in due course, with a view to exceeding our required targets for 'other' further scheduling programming and presenting a distinctive and diverse schedule for viewers across the country.

## **Additional Matters**

### ***a) Cultural and Other Diversity***

STV employs in the region of 400 permanent staff in locations across Scotland and London. The business is a key contributor to employment in the creative industries sector in Scotland employing approximately 580 freelance staff throughout the past year. STV remains committed to diversity both within our workforce and on-screen.

The 2014 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. Additionally, STV Glasgow will broadcast one hour of foreign language programming each week.

### ***b) 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 and mobile 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 alternative platforms.

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.

We will encourage STV employees to engage with all areas of the business through a programme of activities to support our employee values, *The STV Way*, during 2014. This initiative provides staff with the opportunity to gain an insight into how other parts of our business work, with departments taking a turn to shine a spotlight on their particular area of activity to foster improved business awareness and skills acquisition.

STV will continue to collaborate with journalism and media courses in 2014, offering opportunities for students to engage with a very experienced and talented team, providing experience with Scotland's biggest commercial media brand and guidance from our editorial teams. Our new city channels, STV Glasgow and STV Edinburgh, will be delivered in partnership with Glasgow Caledonian University and Edinburgh Napier University to offer students the opportunity to work in a live television environment.

### **Public Input**

Viewers regularly contact us either by telephone, letter, email or through the enquiries form on our website. Our viewers will continue to be of paramount importance to us in 2014 and we will always welcome feedback on our programming, brand, news service, schedule and online activities.

We also anticipate gaining valuable feedback via our frequent studio tours throughout the year, which allow us to engage with the public face to face.

STV's online market research panel, ScotPulse, is designed to provide direct access to valuable consumer insights. We have attracted over 14,500 panel members who deliver an average 30 per cent response rate to surveys.

We aim to continue utilising this resource throughout 2014 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 2014, ensuring open lines of communication with MPs and MSPs at Westminster and Holyrood. We will also once again take part in the Industry and Parliament Trust, welcoming Parliamentarians from both Westminster Houses to spend time 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.