



## STV Statement 2013

### Overall Strategy / Major Themes for the Year

The Secretary of State's recommendation to renew STV's two licences in North and Central Scotland for a further 10 years, along with agreed networking arrangements with ITV for broadcasting on Channel 3, provides a strong foundation for Scotland's digital media company to continue to develop in 2013 and beyond.

STV is committed to providing quality and compelling public service broadcast content and we will continue to deliver in excess of licence requirements in 2013 and beyond with confirmation of licence renewal.

Scotland has a strong appetite for local news and we have implemented a successful and 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 distinct regions with additional opt-out service for Tayside.

STV will continue to broadcast regional news programmes in 2013 plus additional morning bulletins as we deliver regional Scottish news for ITV's *Daybreak* from the start of the year. In addition, STV is working to bring Local TV to Scotland after we were awarded the licences to create two new channels serving Glasgow and Edinburgh. This will further enhance our delivery of news on air and online and we are confident we will sustain our 10 year high audience figures for *STV News at Six*.

The diversification of STV's digital business will continue in 2013 as we seek new platforms to deliver our quality content to audiences however and wherever they choose to consume it. The development of STV's anytime, anywhere strategy will include the launch of STV in HD on DSAT and DTT in 2013.

We also continue to provide content online via targeted websites including our leading commercial site [stv.tv](http://stv.tv) and the STV Player is available via YouView, PS3 consoles and as an App for tablets, iPhone and Android mobile devices.

STV Local will continue to evolve in 2013 as we refine our offering to ensure a long-term, commercially viable model while delivering the most relevant local news to audiences throughout Scotland. The Glasgow and Edinburgh metro sites, launched in 2012, have proved to be a successful format for engaging with audiences at a new level online.

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 watch STV - evidence that we are delivering a schedule that is relevant and engaging for our audiences.

We aim to provide viewers with a great mix of entertainment, news and current affairs, and drama and this will continue with our 2013 schedule, combining popular network content with the very best of Scottish programming. The STV schedule 2013 includes a new series of *Scottish Passport* on screen in January, an historical look at the independence question in Scotland, *Road to the Referendum*, plus the return of *Animal 999* and popular film review series, *Moviejuice*, presented by Grant Lauchlan.

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.

In 2013, we continue our commitment to raise awareness around the issues of children and young people affected by poverty in Scotland. In partnership with The Hunter Foundation we anticipate 2013 will be an exciting year for the STV Appeal as we build on the momentum established since its launch in 2011 and seek to make a real difference in the lives of children across Scotland.

### **Significant Changes**

There are no significant changes planned or expected for 2013.

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

The STV Appeal will evolve and develop in 2013 as we continue to further raise awareness and money for the worthwhile cause of child poverty in Scotland. The Scottish Government has already committed to match fund pound-for-pound every penny raised (up to £1million) and our aim is to raise even more than the £2m generated by the STV Appeal 2012.

The evolution of STV Local continues and we will launch new mobile lead services as we seek a commercially sustainable model that delivers the most relevant, local news to our audiences. In the next year, we will build on the success of the Edinburgh and Glasgow metro sites as we engage with communities across Scotland.

In 2013 we will also begin work to deliver Local TV channels in Glasgow and Edinburgh. The new channels, which will be produced in partnership with Glasgow Caledonian University in Glasgow and Edinburgh Napier University in Edinburgh, will complement STV's current offering and provide exciting opportunities for local businesses, volunteering and community groups to get involved.

The STV Player is available on Android and IOS devices, and the STV News app can be found on iPhone and Android. In addition, STV's social media presence is comprehensive and far-reaching on Facebook and at @WeAreSTV on Twitter.

Our partnership with Creative Scotland continues into 2013 and will see investment in content development projects in factual, drama and entertainment, promoting Scottish talent, creating employment opportunities within the media sector, and bringing home grown culture to viewers across Scotland.

### **Tier 2 Arrangements**

Our programme plans for 2013 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. We will also

deliver additional morning news bulletins on ITV's *Daybreak* for North and Central Scotland from early January.

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. Our programming plans for 2013 ensure we will achieve this.

We are confident that we will meet our targets in relation to independent productions in 2013 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 2013.

## **Programme Offer**

### **News**

STV delivers an extensive news service and will continue to do so in 2013 for viewers across Scotland.

2013 will be a particularly important time in the run up to a referendum on Scottish independence in 2014 and STV is committed to playing its role at the heart of the debate. This is a unique period in Scottish history and will be widely covered throughout STV's news and current affairs programming.

The current level of broadcast exceeds the licence requirements and this will be further enhanced by the addition of three morning bulletins, broadcast in two regions, on ITV's *Daybreak* programme.

Throughout 2012, STV aired the most comprehensive local TV news service across the UK including a dedicated 30 minute evening programme for Edinburgh and the east. Plus, a new 30 minute west central Scotland programme produced in Glasgow also continues along with the popular news service for the north broadcast from Aberdeen and a separate bulletin for Dundee and Tayside. STV will continue to deliver at this level with news from dedicated teams in Aberdeen, Dundee, Edinburgh, Glasgow and Inverness, Holyrood and Westminster.

With continued investment in training and equipment for video journalists, we are confident we will maintain our viewing figures – with an average 27% share and regularly reaching 29% - 30% share, *STV News at Six* is currently achieving a 10 year high in audience share.

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 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 65 of our news, sport and STV Local team now on Twitter, plus a dedicated *STV News* account with almost 60,000 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 into 2013 and beyond, delivering a relevant and accessible service.

## **Current Affairs**

*Scotland Tonight*, launched in late 2011 is the country's most popular current affairs programme. It will continue to provide a vital platform for debate in the run up the Scottish independence referendum in 2014. *Scotland Tonight* will be on air at 10.30pm Monday to Thursday throughout 2013.

The series will be presented by John MacKay (*STV News at Six* anchor) and Rona Dougall (ex Sky News Scotland correspondent), bringing viewers the top stories and issues relevant to Scotland in an accessible and engaging style. *Scotland Tonight* offers viewers an in-depth look at the big news stories of the day along with sports, politics, business, art, entertainment, live studio guests and special features.

On air will continue to be 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 2013.

## **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.

STV recently announced a landmark, three part current affairs series, in partnership with The Herald, examining the history and development of the independence question in Scotland. *Road to the Referendum* will incorporate interviews with people who are living through one of the most interesting periods in Scottish history, including current and former politicians as well as civil servants, party activists and a variety of Scottish opinion formers.

January will see the return of *Scottish Passport*. The six part, peak-time series follows well known faces, such as Alex Norton and Sarah Heaney, as they travel around the world in search of great holidays. *Scottish Passport* will be supported by a dedicated online holiday micro site.

Early in 2013, STV will broadcast *In Search of Robert Burns*. Presented by David Hayman, the one-hour documentary, on air at peak time, will exclusively unveil what Scotland's most famous poet, Robert Burns, really looked like. Reconstructed using state-of-the-art forensic technology Professor Caroline Wilkinson, and her team at The University of Dundee, have created a life size model of Robert Burns' head.

Working with the SSPCA and made by independent production company Demus, *Animal 999* returns for a new series in 2013, bringing behind the scenes access of more injured animals, caring members of the public and dedicated Scottish SPCA inspectors.

Popular film review show *Moviejuice* will also return for a new series in 2013. The half hour programmes will be broadcast at peak-time and include analysis of the year's biggest blockbusters with STV's entertainment reporter, Grant Lauchlan.

A brand new food series with celebrity chefs Paul Rankin and Nick Nairn, *Paul and Nick's Big Food Trip*, examines the food links between Northern Ireland and Scotland. The series is co-produced for UTV and made by independent producer Waddell Media.

Sport will also be a key part of the schedule, as we air the biggest football competitions of the year, including UEFA's Champions League and Europa League.

As in 2012, dedicated programming will complement the STV Appeal this year 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 donations.

*The Nightshift* continues to perform well for STV and this cult programme will continue in 2013. Airing various nights between 2am and 6am, *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 2013 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 members of staff. In 2013 we will engage with over 500 freelance staff throughout the year as our production levels increase. STV remains committed to diversity both within our workforce and on-screen.

The 2013 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.

### **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 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 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 and expect to work with over 500 freelance staff.

We will continue to collaborate with journalism and media courses in 2013, 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.

In February we will be inviting 30 students from the Skillset Academy network to hear from a range of guest speakers about the industry and will be given the opportunity to undertake a tour of our studios.

### **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 2013 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 on a first hand basis.

STV's online market research panel, ScotPulse, is designed to provide direct access to valuable consumer insights. We have attracted over 12,000 panel members who deliver an average 50 per cent response rate to surveys. We aim to utilise this valuable resource throughout 2013 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 2013, 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.