



Statement 2011

Overall strategy / major themes for the year

STV continues to thrive as Scotland's most popular peak time TV station and holds the broadcast licences for central and north Scotland, attracting more than 4 million viewers each month.

With a strong, recognisable brand and a flourishing production arm we enter 2011 in the best position possible to create and deliver a unique, rich and relevant schedule for our viewers.

2011 will see Scotland complete its digital switchover process which has already been achieved successfully in the STV north region. This brings increased choice to all viewers including a DTT HD version of STV, the result of new investment in order to offer Scotland's most popular peaktime service at the highest resolution.

The digital business has been a huge success for STV over the past 12 months and we are looking forward to bolstering this throughout 2011 and further cementing STV's reputation as Scotland's digital media company.

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 program. We offer Scottish viewers a service that is both relevant and unique to Scotland and increasingly available on multi platforms including DTT, DSAT & DCAB and HD. To complement our on air transmissions, we are developing new access for viewers via online websites such as the STV Player and YouTube and serving content to mobile and connected devices starting with iPhone apps and PS3 consoles.

Our new on air programming strategy was introduced in 2009 and flourished successfully in 2010. Our plans for 2011 will follow this successful model and allow us to continue to take control of our schedule and invest in high quality Scottish content and the creative economy of Scotland. We will continue to deliver a distinct schedule for Scotland, comprising an increased level of home-grown production and some key acquisitions to complement the best of the network material. STV remains committed to the ITV Network but also to injecting a significant amount of Scottish content, as befits a devolved nation.

As a commercial broadcaster with Public Service Broadcasting obligations, our primary target demographic is all adults across Scotland, plus 16-34s and ABC1s as specific target groups.

News content is at the heart of STV provision, both on air and online. Audience share on STV has been robust and audience numbers have continued to rise online on our news site stv.tv in 2010 and we look forward to building on this further in 2011.

Our commitment to making our news content relevant across the board was highlighted in 2010 by the launch of STV Local. STV Local is a network of 'must visit' hyper-local websites for local communities across Scotland, which has now launched in four local authority areas following a successful pilot in North Lanarkshire in September. STV Local will be rolled out across the whole of Scotland in 2011.

Covering every aspect of life and community, the STV Local sites offer a range of information relevant to local communities across the country, including up-to-the-minute news, events listings, ratings and reviews, hyper-local weather updates, traffic information and a business directory.

The future of local TV will be a key theme for the industry in 2011 and we aim to engage with stakeholders and ensure they are aware of our plans for the future of STV Local in Scotland. Our focus will be to ensure that Scotland maintains a strong Scottish broadcaster in STV, as well as benefiting from our extensive digital and local credentials. STV is also committed to the creative industry in Scotland and will continue to invest heavily in this sector in 2011.

Significant Changes

There are no significant changes planned for 2011.

Innovation, Experiment and Creativity

To start the New Year as we mean to go on, STV is launching a brand new multi-platform campaign called *New Year, New You*. Recent research conducted by STV shows that even though Scots are keen to make New Year resolutions, almost half (47%) will have given up before January is finished with 'lack of motivation' being cited as the number one reason. In light of these results, we are proving viewers with a whole month of motivation on STV's multitude of platforms to encourage viewers to change one thing in their lives for the better as the first step on the road to a 'new you'.

A series of five minute programmes entitled '*New Year, New You - Five Minutes to Change Your Life*' has been produced and will be screened every week day across January. These inspirational programmes will follow three groups of Scots as they strive to meet their New Year resolutions.

STV 'faces' are also involved in the campaign from The Hour presenters to news readers and weather presenters.

In addition to on air broadcasts, viewers can visit the dedicated *New Year, New You* website to access a range of lifestyle tips, fitness advice, nutritious recipes and video blogs.

Enhancing our reputation as Scotland's Digital Media Company of choice will be a key theme for 2011 and at the forefront of this aim is the continuing roll out of STV Local. The concept was successfully trialled in North Lanarkshire with six community websites and STV Local has now been launched in Aberdeen City, Aberdeenshire, Moray and South Lanarkshire, covering almost a quarter of Scotland's population.

In 2011 we will continue to work closely with content partners out in the communities so that the sites all feature information from local authorities, sports organisations, theatre groups, schools, bloggers, church groups and other community members, making STV Local a truly interactive experience and offering a platform for users to inform, discover and share everything that's going on in their community.

As roll out continues, community editors will be recruited for each area, providing media employment opportunities across Scotland in 2011.

The Nightshift continues to perform well for STV and this innovative programme will continue in 2011. Airing every night between 2am and 5.30am, *The Nightshift* brings late night viewers an entertaining mix of interactive chat, celebrity interviews, all the latest news updates, video clips from the STV archive and highlights from *The Hour*. 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.

In December 2010 we launched the public beta of the STV Player on the PS3, allowing users of the console to access their favourite STV programmes free of charge. The service, which will be enhanced as it moves forward into 2011, delivers a world class user experience and functionality.

We will continue to collaborate with journalism and media courses in 2011, 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.

Tier 2 arrangements

Our programme plans for 2011 are designed to meet or exceed all minimum licence quotas for STV.

We will fulfill our news obligation of four hours per week via *STV News* programmes and bulletins in each region, including our highly successful micro regional opts, 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. STV is also required to produce 30 minutes of non-funded Gaelic material per year, and to broadcast 30 minutes of funded Gaelic in peak, along with 52 hours of funded Gaelic material per year (subject to delivery).

We are confident that we will meet our targets in relation to independent productions in 2011 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 2011.

Programme Offer

News

In 2011 STV will continue to invest in our current news service, which provides high quality, comprehensive, impartial coverage nationally, regionally and locally, as per licence conditions.

Currently, our main news output is broadcast from 6pm to 6.30pm, Monday to Friday, complemented by shorter news bulletins at 1.50pm weekdays, 10.30pm week nights and regular weekend slots.

There are two editions of the *STV News at Six*, one produced in Glasgow and transmitted to the central region and one produced in Aberdeen for the North. These two programmes also incorporate two local bulletins each produced and presented from Aberdeen, Dundee, Edinburgh and the Glasgow head quarters.

Audience reach remains one of the highest in the ITV network, with more than a million people watching the *STV News at Six* each week and we aim to continue this success into 2011.

Local television will remain high on our agenda and we will continue to continue to cover all the important local stories from the Western Isles, Orkney, Shetland, Wick and Fort William, providing a level of local television news provision for that area unmatched by the BBC. This is supported by the continuing roll out of STV Local across the country.

As part of the ongoing investment in STV Local, we are introducing new camera resources for news gathering purposes that will also be of benefit to *STV News* for localised broadcasts.

The news section of the stv.tv website continues to be the most popular area and the new *STV News* iPhone app, launched in 2010, has enjoyed over 70,000 downloads to date. We will continue to bolster our online presence in 2011 and build on the great levels of interactivity the website has brought to our viewers.

Social media will continue to play a huge role within the news team. With more than 50 of our news, sport and STV Local team now on Twitter and a dedicated *STV News* account with over 10,000 followers, our social media presence is going from strength to strength and complementing the online services.

We will continue to welcome viewer's news via email, Twitter and text, making sure we are reporting the news that matters to them across platforms.

b) Current Affairs

In 2010 we delivered a host of topical current affairs programming from political stories of interest to more populist events. The major event was the General Election campaign, which saw an extensive programme of news coverage, reflecting the campaign in all parts of Scotland.

The Papal Visit was another highlight, with *STV News* providing comprehensive coverage of the Pope's itinerary in both Edinburgh and Glasgow. As well as providing the whole event streamed live worldwide on the news website across a seven-hour period, a special edition of the programme was presented from Bellahouston Park in Glasgow as the papal mass got underway. A news special programme with the day's highlights was broadcast at 2230 that night.

A special team was deployed to Delhi to cover the Scottish involvement in the Commonwealth Games for our broadcast and online news operations.

As we have done in 2010, 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 2011.

As a station, we intend to provide the same in-depth coverage of the Scottish election in May and in addition to extensive news coverage, we plan to broadcast two live audience debates with the main party leaders and building on the format of the general election in 2010, we will broadcast throughout the night on May 5 to bring our viewers the most current information possible on the results. This will include live outside broadcasts and an expert panel in the STV studios. Coverage the following day will also be comprehensive as the local results come in and the shape of the new Scottish government becomes clear.

c) Other Programmes

Consistent with our home grown-based programming strategy, STV is delighted to have a range of Scottish programmes for its viewers in 2011, including a number of successful returning series which have proved popular through 2010.

In the early part of 2011 we will broadcast the second series of *Football Years*. Narrated by Peter Capaldi across six hour-long episodes, *Football Years* takes six significant years in the 'beautiful game' and revisits the highs and lows via a combination of archive footage and talking heads. Celebrating iconic years in Scottish football history proved to be extremely popular with STV viewers and the first series broadcast in 2010 consistently beat every other channel and outperformed the network, delivering particularly high audiences for Men, a key audience we are keen to grow going forward.

The observational documentary *Vet School*, which followed the work of the vets and students at Edinburgh's internationally renowned Royal (Dick) School of Veterinary Studies, has also been commissioned for a second series due in spring 2011. Series one was popular with Women, ABC1 Adults and Housewives and performed on par with the network. Across the five episodes over a million Scots saw part of the series, reaching 26% of the adult population.

Our Champions League and Magners Rugby League programming will continue on STV in 2011, with the current deals running for the remainder of the current season.

August 2010 saw the successful launch of *Sports Centre: Friday Night Football*, an hour long programme featuring all the news from the Scottish Premier League (SPL) as well as action from the Champions League and Europa League.

The show highlighted the start of a new partnership deal where STV now provides archive, camera and production services to the SPL. STV also manages the SPL archive, digitising material for future online use. This deal is set to run until the end of the 2011/12 season.

The Hour, STV's ever popular magazine show, is the only daily live TV show broadcast outside of London and will continue in 2011. The show is going from strength to strength, and has recently attracted top stars such as Westlife, The Wanted, John Barrowman, Julian Clary, Fran Healy, KT Tunstall and Joe McElderry. *The Hour* regularly outperforms Channel 4, Five and BBC Two, and is closing the gap on BBC One, in that slot, and attracts around 700,000 viewers a week.

In early 2011, STV is delighted to be revealing a unique two-part documentary called *Born Fighting*. This landmark series follows American Senator Jim Webb as he charts the remarkable story of the Scots-Irish, and how this ethnic group forged by war, fervour and faith influenced the national character of America. STV is co-producing *Born Fighting* with UKTV and The Smithsonian Channel in the USA.

Other home-grown productions from STV in 2011 include the five-part *Scotland's Greatest Album*, where STV viewers will be able to vote for their favourite ever music album from the sixties, seventies, eighties, nineties and noughties, and *Cassidy's Casebook* which follows the Irish pathologist Maria Cassidy as she investigates classic murders using modern science. *Cassidy's Casebook* is a co-production with RTE, the Irish Screen Agency and Five.

Within acquired programming, Australian hit drama *Underbelly* was a huge hit with STV viewers in 2010 and is coming back to STV for a third series. Series one was frequently the most watched programme in Scotland on a Monday night with the top performing episode in attracting over half a million viewers.

In April 2010 STV was awarded a re-commissioning for *Antiques Road Trip* from BBC2 which will air every weekday on BBC2 Daytime from Monday January 3 to Friday February 11. The programme pairs Britain's best loved antiques experts and sends them on a nail-biting road trip across the UK, competing with each other to make the most money buying and selling antiques. The battle of wits, expert knowledge and egos has proven to be a compelling combination, with the series attracting audiences of up to 2.6 million.

Additional Matters

Cultural and Other Diversity

STV employs in the region of 380 members of staff. In 2011 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 five years now we have received the 'Two Tick' award from Job Centre for inclusive employment practices and we aim to win this again in 2011.

Following from our successes in 2010, the structuring of the 2011 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.

We will continue to offer our staff relevant training to develop and enhance their skills base; and, as in 2010, we intend to engage significantly with the freelance community throughout the year.

We are also well represented in the industry conference circuit and are already lined up to participate with TV in the Nations and Regions Salford Conference in January 2011. We also intend to engage with Westminster Media Forum and will take advantage of other opportunities, to ensure understanding across the UK about the issues facing STV and the industry.

We intend to continue to be transparent about our role in Scotland and will continue to communicate this via a range of channels. We plan to develop further our fruitful relationships with educational institutions, such as Napier University. We will continue to work with a range of bodies in the creative industries to promote awareness and understanding.

We will also continue our relationship with Common Purpose, an organisation which works with adults and children to create fully engaged and properly informed citizens, to develop leaders of society. In 2011 STV will continue to open its doors to members of the public,

educational institutions and community groups and will offer our usual range of studio visits, in a bid to encourage greater understanding of broadcasting in Scotland.

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 2011 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.

We will continue to engage with elected officials throughout 2011, ensuring open lines of communication with MPs and MSPs at Westminster and Holyrood.