



## **STV statement 2015**

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

Scotland's digital media company reaches 4.1 million viewers on air and 3 million users online each month with a range of popular programming and content.

We strive to reflect the cultural, political and sporting differences that make Scotland unique via a dynamic and relevant schedule of programming. STV is committed to providing quality and compelling public service broadcast content and we will continue to deliver in excess of licence requirements in 2015 and beyond.

In 2014, we delivered comprehensive and engaging coverage of the referendum on Scottish independence, including the most ambitious live programme STV has ever broadcast - *Scotland Decides*. We also secured the first landmark live TV debate between First Minister Alex Salmond and leader of Better Together Alistair Darling ahead of the referendum. This commitment to bringing viewers all the news, analysis and opinion will continue in the run up to and beyond the General Election in May 2015.

As STV controls its own schedule, we have the ability to react swiftly to events, providing viewers with a topical, relevant, entertaining and informative service.

We strive to provide viewers with a compelling mix of entertainment, drama and news and current affairs. This will continue with our 2015 schedule which combines popular network content with the very best of Scottish programming. The STV schedule for 2015 includes two brand new documentaries from upcoming film makers, a series following David Hayman as he travels across Scotland, a new series of film review show *Moviejuice*, and a new culinary show with Scottish chef Nick Nairn and Ulster chef Paul Rankin, *Paul & Nick's American Food Trip*.

Scotland has a strong appetite for local news and we are committed to bringing consumers a localised 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 *Good Morning Britain* week day breakfast programme. In June 2014, the STV News team was recognised for the

quality of its output with a Royal Television Society Scotland Award for coverage of the Clutha tragedy.

We are also committed to providing locally focused, relevant and engaging content across all our platforms. This includes via our leading commercial site stv.tv, dedicated Apps for Scotland's largest cities, and the STV Player which is now available across multiple platforms including iOS, Android, Windows 8, YouView and Samsung Smart TV.

STV's digital business is a key offering for our consumers and we are committed to increasing the number of platforms that offer STV content, free of charge when our viewers want to consume it. In 2014, we launched *STV Live* allowing users to stream STV programmes live online in STV's licence areas in Scotland. *STV Live* is available on desktops, tablets and smartphones via the STV Player, and by the STV Player App on iOS, Android and Kindle platforms.

In 2015, we are committed to continuing to help charitable and other good causes. STV continues to partner with the charity, the STV Appeal, by dedicating programmes and raising funds to help children in Scotland affected by poverty. In 2014, the STV Appeal raised an impressive £2.6m and this year we aim to help make an even bigger difference to children and young people affected by poverty with a line-up of high profile fundraising activities. Other charitable causes that STV supports on air include Text Santa, People's Millions, Soccer Aid, and in 2014 we broadcast a UNICEF Appeal during the Scotland v England football match to raise funds for the fight against the Ebola virus outbreak.

## **Significant Changes**

There are no significant changes planned or expected for 2015.

## **Innovation, Experiment and Creativity**

In June 2014, we launched the first of our city TV channels for Scotland's largest city. STV Glasgow, delivered in partnership with Glasgow Caledonian University, is on air from midday to midnight every day offering an entertaining mix of news and features, live and interactive formats, and quality acquired and archive programming. STV Glasgow reaches a monthly audience of over 500,000 in Glasgow and the west, with 60% of the transmission area tuning in since launch.

In early January 2015, STV will launch its second city TV channel, STV Edinburgh. STV Edinburgh will launch with *The Fountainbridge Show*, a week day magazine show to reflect what's happening in the city each day with a combination of local news, community features and live entertainment. The channel will be delivered in partnership with Edinburgh Napier University and be available to viewers in Edinburgh and the East via the Craigmally transmitter.

STV has also submitted applications to Ofcom to deliver local TV in Aberdeen, Ayr and Dundee. The applications have been submitted in partnership with Robert Gordon University and North East Scotland College in Aberdeen, the University of the West of Scotland (UWS) in Ayr, and Abertay University and Dundee and Angus College in Dundee.

STV's city TV stations work closely with our main Channel 3 licences, broadening the range of news resources available and increasing engagement with original content through brand extension programmes.

STV Glasgow and STV Edinburgh are complemented by STV's current portfolio of locally focused services on air, online and on mobile including the latest generation of local content platforms, the City Apps. The apps cover Scotland's largest cities - Glasgow, Edinburgh, Dundee and Aberdeen - and provide all the latest news, events, offers, pictures and videos for consumers.

In 2014 we extended our political coverage of the referendum online, partnering with Facebook to host a dedicated debate that was also broadcast on our city services. In 2015 we will continue to use social media to extend the reach of our content, particularly short video, which can reach millions of impressions on significant stories.

The STV Appeal is a charity that STV is committed to and we will continue to support the development of the charity in 2015 to raise awareness and money to address the issue of child poverty in Scotland. The Scottish Government has once again committed to match fund pound-for-pound every penny raised by the STV Appeal, up to £1million in 2015.

## **Tier 2 Arrangements**

Our TV programme plans for 2015 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 locally relevant 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 2015 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 via the network in 2015. STV remains committed to the creative industries and the independent production community and we will continue to commission independent productions on a merit basis.

We have resources in place to meet or, wherever possible, exceed our access service quotas for regional programming in 2015.

## **Programme offer**

### ***News***

STV delivers a local and relevant news service and will continue to do so in 2015 for viewers across Scotland.

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

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. *STV News at Six* attracts an average audience of 365,000 viewers with a 25% share.

We were pleased to see that this strong audience engagement is reflected in Ofcom's third PSB Review which notes that audience satisfaction with national news on STV is now at 81%, up from 54% in 2008 and the highest of any nation<sup>1</sup>.

We broadcast three morning bulletins during the *Good Morning Britain* programme and a lunchtime bulletin. In addition, we broadcast a live, short regionalised bulletin just before 2000 on week days in the heart of the peak time schedule, and an evening bulletin is broadcast during current affairs programme, *Scotland Tonight*, Monday to Thursday.

STV will continue to deliver at this level in 2015 with news from dedicated teams in Glasgow, Aberdeen, Edinburgh, Holyrood, Dundee, Inverness and Westminster.

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.

Social media will continue to play an important role within the news team in addition to the standard communication channels such as email and telephone, and our social media presence is a further enhancement to STV's delivery of timely news. STV News has a significant social media reach with over 145,000 followers on Twitter and 123,000 likes on Facebook. Over one quarter (27%) of traffic to stories on the STV News website comes 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.

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<sup>1</sup> <http://stakeholders.ofcom.org.uk/binaries/consultations/psb-review-3/summary/PSBR-3.pdf>

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 2015 and beyond, delivering a relevant and accessible service.

We will continue to invest in training and equipment for video journalists in 2015.

### ***Current Affairs***

*Scotland Tonight* is the most successful Scottish current affairs programme, reaching 425,000 people in Scotland every week. In 2014, the series played a vital role in the referendum on Scottish independence by providing a platform for debate.

*Scotland Tonight* will continue to provide a vital platform for debate in the run up to the General Election in May 2015, bringing viewers all the news, analysis and discussion ahead of the election.

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 email and social media, such as Twitter, to ensure the programme is as accessible and interactive as possible. *Scotland Tonight* on Twitter has over 29,000 followers.

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 2015.

### ***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. In 2014, STV showed 48 out of the top 50 commercial TV programmes, including the best watched soap *Coronation Street*, drama *Downton Abbey* and entertainment show *Britain's Got Talent*.

On New Year's Day 2015, STV will air its programme, *The STV Appeal Update 2014: Where your money went* to celebrate the success of the STV Appeal 2014 programmes which helped raise £2.6 million for the STV Appeal and Scotland's children. The programme showcases some of the projects that are benefiting from the money raised for the STV Appeal.

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. The film makers are Ruth Carslaw and Jack Warrender.

Ruth's film, *My New Hair*, is a journey into the world of wigs following Scottish women who have lost their hair. Jack's film, *Lost in Transition*, asks how much you can tell about a city from its Lost Property Office.

A second series of popular quiz show *The Lie* will broadcast in 2015, hosted by comedian Susan Calman.

David Hayman returns to STV with a brand new series. *Hayman's Way* is an eight part series with David Hayman setting out on his own journey to discover some of rural Scotland's most beautiful, fascinating and surprising places.

Scottish chef Nick Nairn and Ulster chef Paul Rankin will travel along the east coast of America in *Paul & Nick's American Food Trip* to find out about the history of the Ulster-Scots and Scottish immigrants who defined modern America, in an eight-part series.

Elaine C. Smith will also feature in a six part series in a nostalgic, funny and educational journey across Scotland visiting many of the country's once much sought after holiday destinations by the sea in *Birds Eye View*.

Sport will also play a key role in the 2015 schedule with STV hosting UEFA Champions League and UEFA Europa League football matches, plus providing viewers with all the action from the Rugby World Cup 2015.

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

*Animal 999*, made by independent production company Demus, will also return with a look behind the scenes of the Scottish SPCA to highlight the fantastic work carried out by Scotland's leading animal welfare charity.

Dedicated charity programming will continue to support the STV Appeal with a live, fundraising show planned for later in the year. Further programming will include televising a range of fundraising activities with individual stories of children and young people affected by poverty in Scotland, while raising awareness of the issues and encouraging viewer engagement for donations to the STV Appeal.

We will continue to plan STV's 2015 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**

### a) Cultural and Other Diversity

STV employs in the region of 430 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 700 freelance staff throughout the past year. STV remains committed to diversity both within our workforce and on-screen. Training programmes

designed to promote equality of opportunity and diversity are delivered to staff and, where appropriate, policies to support a diverse workforce are in place.

The 2015 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 and STV Edinburgh 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 broadcasting services, including our website and video on demand service, 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.

Television content is available online 24 hours a day, seven days a week. Where post-watershed material is available for catch-up we provide parental warnings. We will indicate this with a 'G' (guidance) on the STV Player and provide a short explanation as to the reason for the 'G'. There is also an option for parents to set a PIN Code to restrict access to content on their computers.

We will continue to 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 2015. This initiative provides staff with the opportunity to gain an insight into how other parts of our business work and encourages employees to embody "The STV Way" in everything they do.

STV will continue to collaborate with journalism and media courses in 2015, 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. This year, employees shared their expertise, giving lectures at various educational activities, including the Commonwealth event, Aye Write. Our new city TV channels, STV Glasgow and STV Edinburgh, are delivered in partnership with Glasgow Caledonian

University and Edinburgh Napier University, offering students the opportunity to work in a live television environment.

## **Public Input**

Viewers regularly contact us either by telephone, letter, email, via social media or through the enquiries form on our website. STV has a significant social media presence via Facebook and Twitter and we will monitor all feedback via these channels on a daily basis. Our viewers will continue to be of paramount importance to us in 2015 and we will always welcome feedback on our programming, brand, news service, schedule and online activities.

We also anticipate gaining valuable feedback via our regular studio tours throughout the year, which allow us to engage with the public, community and educational groups face to face.

STV's online market research panel, ScotPulse, is designed to provide direct access to valuable consumer insights. We have attracted over 16,500 panel members who deliver an average 30 per cent response rate to surveys.

We aim to continue utilising this resource throughout 2015 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 2015, 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.