



Review 2009

Overall Strategy and Themes for the Year

2009 has been a landmark year for STV. We have embraced the ethos of the Channel 3 network, rediscovering our identity and upping our production levels of home-grown programming. We have invested heavily in this new production and placed these titles in accessible, high profile peak time slots. We launched a new shoulder-peak series, providing viewers with an hour of live magazine style programming every week day. Our digital business continues to grow at a rapid rate, allowing us to take public service broadcasting effectively to the online environment. We are operating as a sovereign broadcaster, true to the regional roots of the Channel 3 network, and have significantly over-delivered on our licence obligations for the year.

Adapting to the changing media landscape and positioning STV as Scotland's media brand of choice has been an over-riding theme for STV this year, coupled with our pledge to fulfil our commitments as a commercial public service broadcaster.

In line with our PSB commitments we have provided a diverse, high quality service across news, current affairs and non-news programming, with highlights including dedicated factual series around the year of homecoming, Champions League and dedicated rugby coverage and a range of one-off topical, high rating documentaries.

At the very heart of our strategy is our commitment to ensuring Scotland has a strong, healthy and distinct Channel 3 service and STV has the legacy, strong brand and market positioning to continue to deliver a strong service going forward.

STV has unique universal coverage across our licence areas, with the ability to broadcast separately to micro-regions, for both programming and advertising, at a local level. Our primary target demographic is all adults across Scotland and we continue to be the most popular peak time station in Scotland with over 4 million Scots tuning in every month.

STV is wholly committed to serving Scotland and providing PSB on our channel. We remain committed to being part of the Network, indeed over 90% of our schedule is comprised of network material, but we have consistently said that the current system needs modernising to reflect the changed environment we now operate in.

A key theme for STV in 2009 has been to take greater control of our schedule to ensure that it is relevant and affordable, and we have significantly increased our level of home-grown production throughout the year. During the latter part of 2009, we opted out of some network productions, as per the Devolution Contract which is embedded within the Channel 3 Networking Arrangements. We have placed a number of our well funded and high quality new productions in peak time slots to ensure they are easily accessible to a large audience.

Working in partnership has been a key theme for STV in 2009 and this is something we are keen to develop further into 2010. We have engaged with other broadcasters on selected home-grown productions. For example, *The Sinking of the Royal Oak* was a co-production with History and allowed significant investment in a production which gained its first airing on STV and attracted a strong audience share. In June 2009, STV agreed a Memorandum of Understanding with BBC Scotland which has seen both broadcasters considering ways of

sharing pictures, facilities, training, technology and archive programmes, with a view to providing better services for audiences in Scotland.

Securing the future of news in Scotland has been a critical theme for us in 2009 and we have welcomed the recommendations within the Digital Britain White Paper for the set up of Independently Funded News Consortia. We remain committed to providing viewers in Scotland with what research has shown is a much valued, comprehensive and wide-reaching multi-platform news service.

We have continued to grow our digital business in 2009, with greatly increased and richer content at www.stv.tv, alongside the success of the STV Player, which provides catch-up services for viewers via a first rate technology platform. We have expanded our online proposition via the STV brand, allowing us to engage further with our audience. We regularly provide additional online content for our programmes; and we recently launched STV Local, an interactive website providing local information for over 200 cities and towns across Scotland.

The media industry has been particularly impacted by the unprecedented economic climate through 2009 and whilst we are seeing early signs of success, we have had to adapt our business to ensure that STV remains strong and competitive. Our business is in a financially sound position, we have increased the level of TV production in Scotland and we have a healthy and growing digital business, all of which will ensure that into 2010 we consolidate our position as Scotland's media brand of choice.

Significant Changes

There have been no significant changes in 2009.

Innovation, Experiment and Creativity

Throughout the latter part of 2009, STV has been experimenting with and taking greater control of our schedule. Our new programming strategy sees us coming out of a small amount of selected network programming and replacing these programmes with a range of Scottish-produced programming or acquisitions. We have seen some strong early ratings successes. We have been very open about our strategy, answering programming related questions from a range of stakeholders and taking on board feedback. To provide perspective, it is important to point out that over 90% of the STV schedule is comprised of network material, and in peak time, this increases to 95%.

In May 2009, we launched our live magazine programme, *The Hour*, which is an hour-long programme at 5pm. STV is the only channel outside of London to provide a daily live programme and we are pleased with the programme's performance to date. *The Hour* is an excellent space to develop and find new talent in Scotland in a creative, innovative and entertaining way. *The Hour* is also a strong driver of online visitors to stv.tv.

Our dedicated programming around the theme of Homecoming has allowed us to invest significantly in factual programming in a creative way. We embraced High Definition technology to film Scotland from the air, filming from specially equipped helicopters, in *Scotland Revealed*; and stripped the schedule for a week of programming in our bid to find *The Greatest Scot*. This latter series became event television, with people from across the world voting online for their favourite.

In addition to producing an increased amount of home-grown production, STV is committed to developing a schedule which is distinct and relevant to Scotland. Part of this strategy, implemented by STV in 2009, is to acquire some programming from other broadcasters. In 2009, we acquired recent series of *South Park* from MTV Networks to help attract a younger audience to STV; and we acquired two series of RTE drama, *Proof*, as research shows that crime drama appeals to the Scottish audience. We are considering our schedule holistically,

honing our acquisition strategy and are confident that we have some strong productions coming up for viewers into 2010. We believe that our innovative approach to scheduling is a sensible strategy which we will develop further going forward.

Not all of the decisions around our programming strategy have been successful. We have lost audience share in particular on a Sunday evening, where our alternative programming has not fared well against network drama. We are aware of this and are addressing the issue going forward. We are confident that we have built a strong, diverse and popular schedule for 2010, learning from our experience in 2009.

Digital is a key growth area for STV and we have been further developing our online offering, which is uniquely targeted at Scotland. To add value to our programme output, we have been offering viewers the opportunity to interact further with rich content. We've launched STV Local, which is currently in BETA mode whilst we experiment with the initiative, encouraging our viewers to interact with us on a different level. Our online news team is bringing viewers increased news content with accompanying video footage and the ability to comment on stories and footage. We believe we are contributing vastly to a digital Scotland by providing PSB in the online sphere at a very high quality.

As social media grows ever more popular, our marketing and programming teams have embraced this in 2009, developing Facebook and Twitter accounts for programmes and blogs. Such projects can prove innovative marketing tools, further engaging viewers with our output.

In July 2009, STV launched an innovative and interactive new service for viewers, STV Casino. STV was the first national broadcaster to utilise the change in regulation and the newly granted allowance for teleshopping, broadcasting live programming post-midnight three/four nights per week.

We continue to adapt and evolve our on-air competition, Watch To Win, allowing viewers to interact with STV and win exciting prizes by answering programme related questions, whilst generating revenue for the business.

Tier 2 Arrangements

For 2009, STV central and STV north broadcast a joint total of 839 hours of regional programming including news and non-news against a target of 496 hours (including original news in each region, plus a uniform schedule for non-news), therefore significantly outperforming our obligations. This incorporated a range of original production both in and out of peak time.

This over-delivery of regional programming hours includes 470 hours of news and 287 hours of non-news across both licensees. This also includes 29 hours of current affairs and 53 hours of Gaelic programming.

STV has met the independent quota requirements for 2009.

100% of our regional output was subtitled.

Original programmes for 2009 included factual documentaries *Make Me Happier*, with Lorraine Kelly, which helped six Scots work through emotional health issues; *Made in Scotland*, a celebration of what makes Scotland internationally famous; *The Royal Blind School Revisited*; *Scotland Revealed*, presented by Vanessa Collingridge and filmed in HD; *The Greatest Scot*; Champions League coverage, which attracted huge audiences across Scotland; *STV Rugby*, the result of a new deal with Scottish Rugby; a topical one-off documentary on John Hartson and his struggle with testicular cancer; *The Scots Who Fought Franco*, a co-production with Move On Up TV; and *Scots At War*, among many others.

In the past year we have built fruitful relationships with Shed Productions, BBC, Natural World/Discovery Channel and Talkback, who have rented accommodation and facilities in our Pacific Quay studios.

In March 2009, STV invested in a new start-up production company, Kowalski Television Ltd. STV has a 25% holding in the new company, which has recently produced a documentary on John Smeaton for the BBC.

Programme Offer

STV is committed to public service broadcasting and we are confident that our output delivers this both in and out of peak. In 2009, our comprehensive and wide-reaching news coverage continued to attract strong audiences, providing an effective counterpoint to the BBC; and we invested significantly in a high level of original non-news programming.

a) News

News continues to be at the heart of our service, providing comprehensive and valued news coverage across the whole of Scotland. With two regional programmes, one for the North of Scotland and one for the Central belt, a total of 4 regional opts and an ever-developing news website, we continue to invest heavily in our news service and it is the most valued of our local programme genres.

Over a million people tune into *STV News at Six* each week. We continue to build on our robust audience share, not just in programming but also on our news website. STV News has invested heavily in an online team with journalists in Glasgow, Aberdeen, Dundee and Edinburgh focusing on their regions, plus three more based in Glasgow who drive the content. This investment, along with bringing in mobile phones that can send back picture and video, has allowed us to break news when it happens, ahead of our competitors. Our Political Editor Bernard Ponsonby broke the world exclusive of the resignation of House of Commons Speaker Michael Martin online. Our website even featured on SKY News and BBC News 24. It is this commitment to news that has driven a 67% year-on-year increase in traffic (average visits per month) to our news pages in the final quarter of the year.

Our operation has newsgathering resources in Glasgow, Edinburgh, Dundee, Aberdeen, Inverness and London. We have also recently appointed a Correspondent in the western isles, allowing us to branch out into the far reaches of the country, backed up by contracted staff in Orkney, Shetland, Wick and Fort William.

We have invested further in technology in 2009. As well as allowing us to send back video from portable laptop PC's via broadband connections, we recently transmitted our first live broadcast from the Skye Bridge. In addition to our three satellite vehicles, this technology helps expand our newsgathering capabilities extensively. Our sports team, who travel with the Old Firm and Scotland, have recently sent back material from locations across Europe.

A key strength of STV News is our dedication to local coverage, both on-air and online. Our five minute regional bulletins which sit in the main STV News at 6 programme continue to be popular with our viewers in West Central Scotland, East Central Scotland, Tayside Angus and Fife, and northern Scotland.

Our lunchtime bulletin reflects the main news of the day, following up on all the main stories broken by our website. We continue to broadcast programmes at 1800 and 2230, as well as a teatime weekend bulletin on Saturday and Sunday. Our news teams are adaptable and efficient, and react quickly to breaking news.

We have covered many high profile and exclusive stories in 2009. The year saw some major court cases in Scotland. Our Chief Reporter David Cowan produced powerful news content as he covered the trial and conviction of Scotland's largest ever paedophile ring. His exclusive

interviews and newsgathering also appeared on the ITV Evening News, News at Ten and Channel 4 News.

In politics, the appointment of the experienced Harry Smith as our Westminster correspondent has helped us follow the fortunes of Gordon Brown with extensive and authoritative coverage, preparing us well for an election year. In Scotland, as well as breaking the Michael Martin story, it was our political correspondent Jamie Livingstone who won the exclusive interview with Eric Joyce MP after he resigned from his post in protest over the Afghan war.

2009 has seen us enhance our reputation as the channel people look to for the big stories. When a helicopter crashed into the North Sea killing 16 people, STV News at 6 attracted a massive 51% audience share. We presented the programme on location and led coverage on the story. We made best use of our satellite truck facilities, with correspondents from all the crucial locations offering live and comprehensive reports, not only for our own programmes but for TV stations such as ITN and Aljazeera.

We have also used our extensive network of European and international contacts to bring viewers in Scotland links from, for example, Slovakian and Indian TV, New Zealand and Australia via the internet using FTP technology. The quality of our coverage on many occasions has meant that once again STV news featured heavily on other news programmes across Britain.

We have effectively covered natural disasters in 2009, using footage from reporter's phones, stills, plus live and packaged reports, to report on floods in Moray and Aberdeenshire. The rise in audience share and online traffic, demonstrates that STV News is a valued and trusted source of local, regional and national news.

We have increased our coverage of the north of Scotland this year, creating a new Highlands and Islands section and posting more, added value web-only content.

Once again STV news participated in Peoples Millions, a competition offering community groups across the UK a chance to win £50,000 Big Lottery Award and offering these worthwhile groups on-air exposure.

b) Current Affairs

In 2009 we delivered 31 hours of current affairs programming, from political stories to more populist topical events.

2009 was an eventful year for politics in Scotland, with a succession of big stories emanating from Holyrood and Westminster. Throughout the year, our weekly programme *Politics Now* provided high quality coverage of a wide range of issues at 10.35pm on Thursday evenings. Hosted by STV's Political Editor Bernard Ponsonby, the show's rigorous questioning of senior politicians was complemented by insightful and engaging studio discussions.

The European Parliament Elections took place in June and, at the height of the campaign, *Politics Now* staged a studio debate featuring the lead Scottish candidates from seven parties. Later in the year *Politics Now* provided in-depth coverage of the Glasgow North East By-Election, including a candidates' studio debate and a live results show.

The release from prison of Lockerbie bomber Abdelbaset Al-Megrahi was a momentous event. Justice Secretary Kenny MacAskill's decision had global repercussions, and the political fallout led to two special Scottish parliamentary debates. On both of these occasions we broke into ITV's morning schedule to provide viewers with live coverage and analysis of the proceedings.

On 01 July the Queen visited the Scottish Parliament for a ceremony marking the institution's tenth anniversary and we opted out of ITV's morning schedule for live coverage of the event. That evening we transmitted a special edition of *Politics Now* with a panel of Scottish party leaders debating the ups and downs of a decade of devolution.

Additional current affairs programming from STV covered the North Sea Helicopter crash, delivering viewers a one-hour special in April on this tragic accident, which gained a greater audience share than the BBC.

As Scotland's most popular peak time TV station, with a strong recognisable brand, we are well placed to effectively cover events of local importance and of interest to viewers in Scotland, reaching a wide audience. For example, we reacted quickly to the phenomenal rise to fame of Susan Boyle, producing and broadcasting a quick turnaround documentary which won its slot, outperforming the network and *Eastenders* on BBC1. In a similar timely vein, we produced a one-off documentary on Sir Alex Ferguson, just as Manchester United were set to play the final of the Champions League. We also seized the opportunity to work with ITV Wales on a John Hartson documentary, which was extremely well received by the Scottish public and press. By broadcasting these half hour programmes in peak at 8pm, we are reflecting on current events as part of a shared television experience, to large audience numbers.

c) Other Programmes

STV has greatly increased its level of production in 2009. Our non-news output for 2009 has been strong and varied and has regularly outperformed the network, highlighting the importance, popularity and value of home-grown production.

From factual entertainment with a host of Scottish celebrities in *Made in Scotland*; stunning scenery in High Definition in *Scotland Revealed*; a live daily magazine show featuring top a range of top guests; Champions League coverage and a brand new rugby programme; to ratings winning, topical documentaries on Susan Boyle and John Hartson; STV has featured a wide-ranging and diverse schedule of original productions in 2009.

In 2009 we have introduced a wide range of high quality, well funded and diverse factual documentary and factual entertainment programmes.

To mark the year of the Homecoming, STV launched three series, sponsored by the Scottish Government and the Daily Record. The decision was made to place two of these productions in peak time viewing (Thursdays, 9pm) in order to maximise the audience for what were truly topical, well-funded and celebratory series. *Made in Scotland*, which featured a range of famous Scots, celebrated the icons that have made Scotland internationally famous; and *Scotland Revealed* showed spectacular footage of Scotland from the air, filmed in High Definition. Both series attracted excellent audience shares, regularly outperforming the network.

The third series to mark Homecoming was a piece of event television focusing on our bid to find *The Greatest Scot*. Stripped across a week at 9pm each night, this series invited viewers to interact with the series by voting for their favourite, with the result programme broadcast on St Andrews Day. Creating a week of 'event' television and debate around a popular subject matter was our intention - and it worked. The final episode attracted some 365,000 viewers, outperforming the network by 5 share points. STV has commissioned a piece of art in honour of the winner, Robert Burns. This series brought audiences together for a shared experience, something which we believe is core to our role as a public service broadcaster.

We launched a new week-day magazine show, *The Hour*, in May 2009, opting out of the schedule daily at 5pm to bring viewers an hour of lively chat, topical issues, music performances, film reviews, gardening and wine slots, health and fitness, and a wide range of high calibre guests, including Brian Cox, Juliette Lewis, Alexandra Burke, Alistair Campbell and Jim Kerr. The innovative format allows for guest presenters to take part, such as Kay Adams, Carol Smillie and Dawn Steel, helping to keep the show fresh and energetic. Now with regular presenters, Michelle McManus and Stephen Jardine, *The Hour* has built up a loyal fan base and we are pleased with the performance of the show, regularly ahead of the network audience share.

The Scots Who Fought Franco, *The Sinking of The Royal Oak* and *Scotland Goes To War* have strong historical narratives and helped promote informal learning in peak.

The Scots Who Fought Franco, a two-part documentary series narrated by actor David Hayman, remembers the Spanish Civil War through unseen, unique archive interviews with Scots Brigadiers; archive footage; new interviews and shots from Spain today. This outstanding piece of work was targeted towards a more niche audience and whilst it did not generate huge ratings, it achieved acclaim in the press and we believe demonstrates clearly our commitment to public service broadcasting.

The Sinking of the Royal Oak was produced in conjunction with History Channel and coincided with the 70th anniversary of one of Britain's worst naval disasters, the sinking of HMS Royal Oak, which was shot down by a German U-boat whilst at anchor in Orkney. This programme, which combined dramatic reconstruction, CGI and eye witness accounts, significantly outperformed the network by six share points, showing there is an appetite for such programming in Scotland. *Scotland Goes To War* commemorated the 70th anniversary of World War Two, focusing on Scotland's role in the conflict. This film outperformed the network, which we believe was helped by the timely and visible scheduling of the piece.

Our one-off series, *Make Me Happier*, saw six participants with different emotional health issues seek help and followed them on their journey as they began to improve their lives. The series, which went out in peak and was presented by Lorraine Kelly, helped provide guidance for health issues affecting many Scots.

Sport is important to our viewers and is an important part of our schedule, and this is one area we have begun looking closely at developing further as we move into 2010. In 2009, we invested significantly in Champions League and applied our own presentation to live coverage of the matches and highlights programmes later that evening. This paid off, with the programmes attracting significant ratings, with matches featuring Scottish teams easily winning their slots. For example, on 26 August, our audience peaked at almost 900,000 for the Celtic v Arsenal match. We were disappointed that the deal ITV struck with UEFA does not allow STV to opt for matches featuring Scottish teams, therefore not allowing us to truly maximise our audience. This year we were also delighted to announce a new partnership with Scottish Rugby and now air a regular weekly programme on Sunday afternoons. This attracts a small niche audience but clearly demonstrates our commitment to sport within our schedule.

Additional Matters

a) Cultural and Other Diversity

We currently employ over 350 staff across the country, in Glasgow, Aberdeen, Edinburgh, Inverness and Dundee, and in 2009, we have engaged with around 500 freelancers. STV has members of staff of differing ethnic origins, ages and abilities both on and off screen. We are committed to enhancing the skills base of our organisation and training is made available to staff members where appropriate.

STV has been awarded the 'Disability Two Ticks' symbol on four occasions since 2005 and most recently it was re-awarded to us in September 2009. This symbol recognises our commitment to the employment, retention, training and career development of disabled employees.

In late 2009, we supported the implementation of a Canine Partner dog to accompany one of our disabled members of staff. Canine Partners is a charity that aims to transform the lives of people with disabilities, enabling them to live more independently by partnering them with a highly trained registered assistance dog. The dog accompanies the employee daily and we have had positive feedback from staff on our taking part in this initiative.

STV continues to broadcast a unified schedule for non-news programming, offering our viewers across the country access to a range of programmes reflecting different aspects and cultures of Scotland. Our range of Gaelic programming offers this minority group representation on our screens.

Our drama series *Cracked*, which was broadcast in 2008, picked up the award for Single and Serial Television Drama at the Mental Health Media Awards, in November this year.

STV's sales team offers innovative packages for clients and one of these propositions is a range of one minute programmes within our schedule. These are sponsored programmes, bringing commercial opportunities for the business whilst offering exposure to lesser known minority groups or topics on a national television platform. In 2009, we have broadcast 30 successful campaigns including: a series on 'Big Hearted Scots' and the work of inspiring individuals throughout Scottish communities; a series sponsored by Breathing Space titles 'In Your Own Time' featuring case studies of people who carry out different activities to combat stress and promote well-being; and a series sponsored by The Children's Panel, featuring case studies from children who have faced adversity and turned their lives around to a positive conclusion. Other subject matters include slimming, breast feeding, Edinburgh Festivals, Royal Blind and National Care Standards to name but a few.

Categories of programming in 2009 have encompassed a wide range of issues, including a touching documentary on the lives of six individuals who attended the Royal Blind School in Edinburgh; a documentary on John Hartson who is undergoing treatment for testicular cancer, which helped raise awareness of the illness; and a six-part series sponsored by the Scottish Government's Healthier Scotland initiative, which followed individuals suffering from emotional health issues.

We subtitled all of our home-grown programmes in 2008.

b) Promotion of Media Literacy

STV has a vigilant compliance process and dedicated announcers, ensuring that all of our programming is clearly signposted and that the content is clear, enabling our viewers to make informed decisions about what programmes they choose to watch. Any scheduling decisions are also carefully discussed at regular meetings by STV's Commissioning Group, which is made up of senior staff from across the business.

Digital Switchover is due to take place in 2010 and 2011 in the north and central regions of Scotland. We are aware that, as a trusted media brand, viewers will look to the station for advice and information on when they are required to switchover, how they should do so and the rationale behind DSO.

We have engaged regularly with Digital UK throughout 2009. Our plan includes implementation of a combination of on and off screen activity, maximising any marketing, PR and promotional opportunities, and working in conjunction with Digital UK to help raise awareness and understanding for all groups of viewers. Our presenters have taken part in various PR opportunities throughout the year, successfully helping to raise awareness via the national and local press; and our news service covered key dates for switchover. We also welcomed Digital UK representatives to carry out informative briefing sessions for staff at our Glasgow and Aberdeen studios, to ensure that STV staff are fully informed and able to impart knowledge to clients, viewers, family and friends about DSO.

STV has engaged with the Scottish Learning Partnership which facilitates the Media Literacy Forum. We have offered to host a forum meeting and hope that this will take place in 2010. We have also expressed our interest at having community media groups visit our headquarters and have engaged, for example, with West of Scotland Amateur Radio Society.

Corporate Social Responsibility is very important to STV and both licensees engage regularly with members of the local community and further afield to increase understanding about our

industry. We have a structured team which facilitates studio tours to schools, community groups and businesses. We took part in Doors Open Day and the Glasgow River Festival again this year, offering tours to the general public. Engaging with the public is very important to us and our tours are informative, detailed and ensure that visitors leave with a clear understanding of our business.

Throughout 2009, we have continued to strengthen our links with the education sector to further support the development of talent in the creative industries. This year, we have announced that STV will act as a key industry partner for Napier University's new degree programme, BA (Hons) Television. This will include student mentorship, work placements, master classes, guest speakers and internships at STV. We are also working with students at the University of West of Scotland, Stirling University and Napier University on our online initiative, STV Local. STV north has supported student placements from the Robert Gordon University in 2009, as well as accommodating visits from college and university students across the region.

In addition to welcoming media students to STV, we have also facilitated visits from the MOD Press Office, Paisley Disability Centre and Ruchill Primary Autism Unit, to name a few.

This year, we worked together with The Prince's Trust and their 'Get Started in Presenting' programme, which is designed to help young people build on their communications skills and improve their confidence.

Glasgow based Common Purpose runs educational programmes for high school students, and STV has hosted an annual workshop for them since 2007. This year, the participants met with STV's Head of News and two of our presenters to learn more about news production and tips for good interview techniques.

Members of STV engage regularly with industry groups throughout the year including the following: PACT, CBI, RTS, BAFTA, GEITF, SCDI, Press Fund Charity, and we are members of various Chambers of Commerce across the country. Our Chief Executive is a Scottish Trustee for NESTA. This ensures that we are engaging with public and professional bodies at all levels of our work.

We have attended and senior members of our leadership team have spoken on panels at numerous conferences throughout 2009, including RTS Cambridge, Westminster Media Forum, Salford and Edinburgh Television Festival.

We regularly direct viewers to our website, stv.tv, encouraging them to interact with STV on a multi-platform basis. stv.tv adds value to on-screen material, with additional news stories, forums, video catch-up, behind-the-scenes footage and regular additional interactive elements. Visitor numbers to the site are consistently increasing and we are pleased to be encouraging media literacy via our on-air presentation and established links with our viewers.

Public Input

Our viewers are of paramount importance to us and we continue to engage with them and welcome their feedback on our output. We offer a clear, immediate and direct route for viewers to feedback to us via our Your View service, which allows viewers to get in touch via phone, email and online. We also broadcast on-air announcements directing viewers to the Your View webpage on www.stv.tv, so that we can gain public input as quickly and as easily as possible.

STV's website allows viewers to offer their opinions via the comment sections online, giving us immediate and valuable feedback on our programme service.

Independent research provides us with valuable feedback from the Scottish public. In June 2009, we carried out an Omnibus Telephone Survey and in November we held focus groups in the central and northern regions of Scotland. We also placed a series specific questionnaire on our website to encourage viewer feedback, and this is something we will

consider utilising further going forward. The ITV Vision Panel also continues to inform our work.

In addition to formal research and Your View, we receive feedback on a first hand basis via the large number of the businesses and members of the public whom we welcome into our building on a regular basis.

We also have a strong programme of engagement with elected representatives at Holyrood and Westminster, providing an important conduit for feedback and dialogue with MPs and MSPs.